Best practices guide

From the

"Do's and don'ts industry workshops"

EuroCC2 & CASTIEL2-WP4

November 2024

With NCC Cyprus and NCC Italy

"Original ways to engage with industry – Part 2"

Inputs extracted from the presentations made by NCC Cyprus and NCC Italy

On November 27th, 2024

Scaling Up: Approaches in Multi-Stakeholder Engagement

Sector-focused Networking Events

- Leveraging Networking Events
- Industry Days

NCC Cyprus

3 Tools to engage with industry

- Proof of Concept Database
- Opportunity Flyer
- Use Case

NCC Italy

Do's

For Sector-focused Networking Events

Leveraging Networking Events

➢Sectorial Conferences, eg Energy Conferences, Tech Festivals, Reflect, Researcher's Night, Forums

➢EXPOs – visiting booths

➢Chamber of Commerce & Industry

➢Associations

➢Sectorial events by the relevant **governmental ministries**

Sectorial Mapping

➢Do some data analytics/ Read reports on the sector to have an overview

➢Check out success stories from EuroCC/EDIH/FF4HPC - these will help you in brainstorming

➢Who are the main players in the field? Are they competitors?/ collaborate?

➢Do they have an association? In which events can I find them participating in?

➢What are the main challenges of that fiel

Check agenda, speakers and booth list

Gain insights from plenaries to kickstart conversations, adapt language

Coffee break is your networking time

- Target specific people or booths– CEO/CTOs
- Pitch at hand
- Get insights on strategic priorities. Ask about challenges that you could offer solutions in. Guided requirement sourcing and scoping of synergies.
- Make sure to exchange business cards, connect on LinkedIn, follow-up steps

Do's

Take notes

- Register contacts & connect on Linkedin
- Add notes on synergies for collaboration

Highlight the most promising ones

- Impact & alignment with strategic priorities
- Willingness to collaborate
- Data available from company & NCCs resources

Notify your team

Select and invite companies for an introductory meeting with your team

Before & During the Event

After the event

Do's

Regarding Networking Interactions & Pitching

INTRO
- Handshake
- Introduction of Name, Position
- Institution Card Exchange

LISTEN
- their priorities computational needs & challenges
- They are the focal point!
- Learn their priorities & computational challenges
- Ask questions
  - Do you harness the value of your data?
  - Have your incorporated AI in your workflows ?
- Learn

CRISP INFO
- Centre Profile Know-how Collaboration opportunities
- At our NCC, we mapped our top-notch expertise in advanced digital technologies

SYNERGIES
- Mini- brainstorming

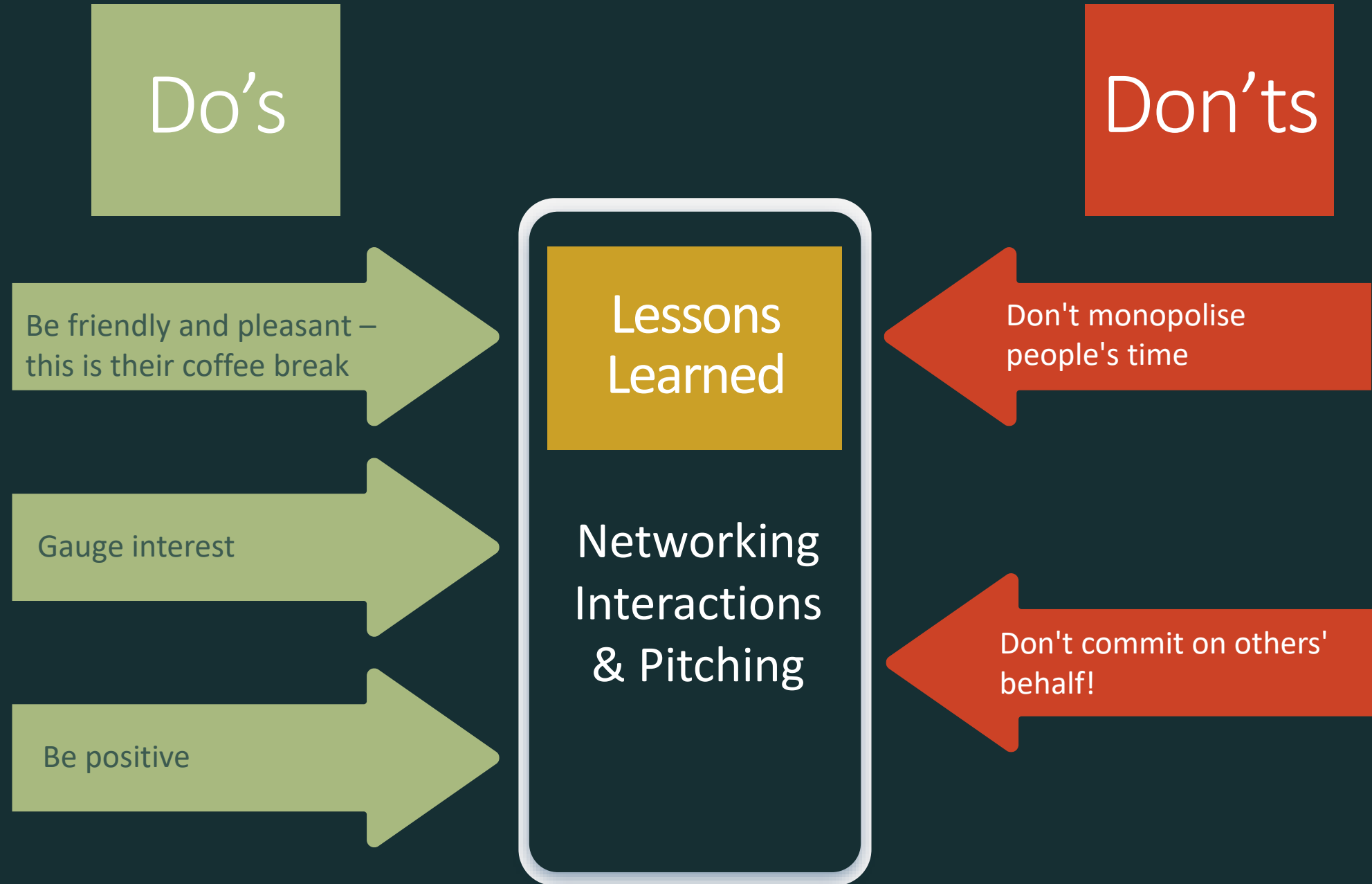## WRAP-UP
- Next-steps

MESSAGE
The kind of "expert know-how" that I have is crucial in this topic that is of interest you.
I can add value to your business

Adaptation is key: Who am I talking to? Adjust language
- **CEOs/business people: Leverage the buzzwords of "AI, supercomputing", use business language, avoid over-technical jargon**
- **CTOs and Technical personnel: Showcase your technical expertise**

Do's

Don'ts

Lessons Learned

Networking Interactions & Pitching

Be friendly and pleasant – this is their coffee break

Gauge interest

Be positive

Don't monopolise people's time

Don't commit on others' behalf!

Hosting Industry Days

Do's

Focus on Larger Enterprises

Provide an agenda

Include a Testimony from the company itself

Focused on Impact / Added Value for Company

Dedicate 5-8 minutes for:

Company profile, activities, computational challenges, vision for collaborating with NCC

Lessons Learned

Hosting Industry Days

Up to 10 companies is more than enough

Exact number depends on resources available: What's our bandwidth?

Confirm priority 3-4 speakers early, 2 months in advance

Communicate clearly the need for a 5-7 minute presentation and request slides to be sent a week earlier

Avoid hosting competitors on the same event

Be quick to follow-up!

Do's

3 Tools to engage with industry

Example from Proof of Concept Database

➢Summarize detailed project information into concise, relevant insights.

➢Provide a clear overview of each PoC for easy comparison.

➢Include a link to the project page for further details.

Opportunity Flyer

➢Create flyers in local language to engage all companies, especially SMEs.

➢Use simple descriptions that are easy for non-technical staff to understand.

➢Aim to spark curiosity, encouraging people to consider if HPC could benefit them.

Use Case

➢Highlight the benefits of HPC adoption for companies using case studies

➢Provide accessible resources (flyer/webpage) showcasing real-world examples of HPC impact.

➢Link to detailed case histories for further exploration

➢Make tools available in both digital (PDF) and physical formats for wider accessibility.

Dont's

3 Tools to engage with industry

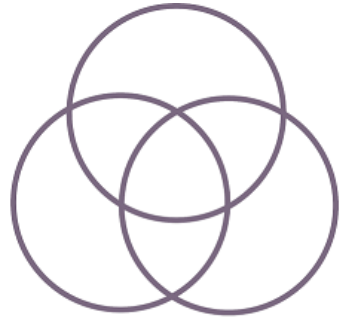## Example from Proof of Concept Database

➢Overload with excessive details—keep it brief and to the point.

➢Forget to offer easy access to further information or resources.

Opportunity Flyer

➢Overcomplicate the content with technical jargon.

➢Limit the message to only technical audiences—ensure it appeals to a broader group.
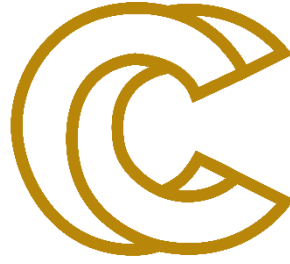
Use Case Story

➢Overlook the need for simplicity—ensure the tools are understandable by a broad audience.

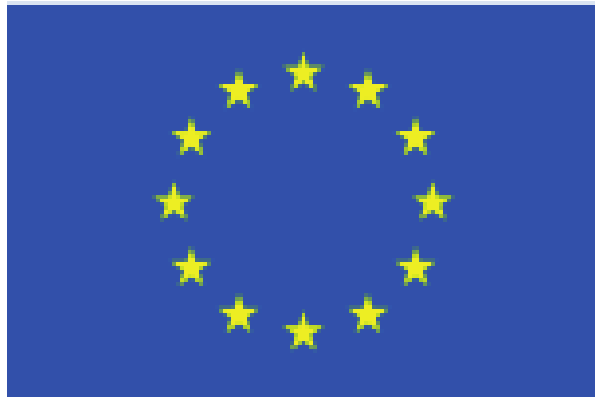➢Limit the tools to only digital use—consider offline distribution at events, fairs, and conferences.