

Best practices guide

From the
“Do’s and don'ts industry workshops”

EuroCC2 & CASTIEL2-WP4

November 2024

With NCC Cyprus and NCC Italy

Scaling Up: Approaches in Multi-Stakeholder Engagement

“Original ways to engage with industry –Part 2”

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

On November 27th, 2024

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 field?

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

Before & During the Event

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

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 you 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

Be friendly and pleasant – this is their coffee break

Gauge interest

Be positive

Lessons Learned

Networking Interactions & Pitching

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



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

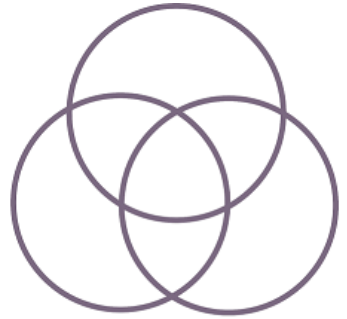
- Overload with excessive details—keep it brief and to the point.
- Forget to offer easy access to further information or resources.

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

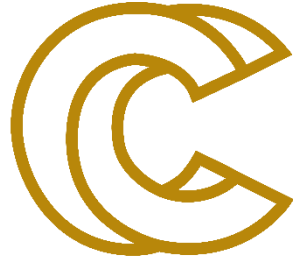
- Overlook the need for simplicity—ensure the tools are understandable by a broad audience.
- Limit the tools to only digital use—consider offline distribution at events, fairs, and conferences.



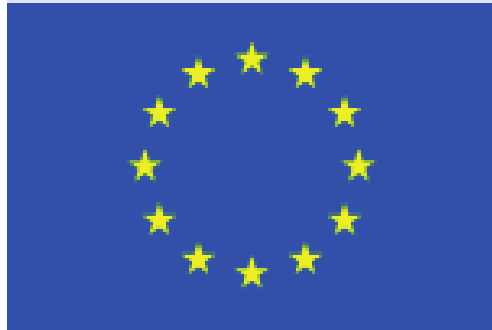
CASTIEL 2



EURO²



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EuroHPC
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