

ORGANIZATION PLAN, event date: YY/MM/DD

CONCEPT OF THE EVENT

The purpose of this event is to build community among the companies that are connected in some way – develop their business in the same building, belong to a business incubator or some start-up club, etc. The main organizer of the event is a dedicated person from the organization that unites the companies, for example, a Community Coordinator.

The first part of the event is for the representative of organizers to overview current issues, and upcoming events if any, and to overview Innovation Dialogues Agenda for that day. The event then starts with new companies in the community introducing themselves (what they do, if they are looking for some kind of cooperation), then some of “old” companies present their new projects, maybe challenges that they encounter. The last part of the event is dedicated to some current topic that requires an outside speaker – a professional on the topic. Some of the topics can include intellectual property issues, cyber security issues, artificial intelligence issues, and so on.

The event lasts for approximately 1-1,5 hours.

Task	Details	Responsible person / status
PREPARATORY STAGE		
Topic/Theme of the event	Identify key topics for the event and/or survey the participants. Think of a topic that would be on trend or it could be an issue that your target group would have in common.	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Define your target group	Who could benefit from the event? Where are you going to disseminate information about the event? Would that be an inner event of your organization or people from outside are welcome too?	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Budget of the Event	Think of the sources of payments. Costs may include the following budget lines: Costs for Moderator Costs for Speaker 1 Costs for Speaker 2... Dissemination costs Organizational costs ----- Total budget:	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

<p>Key speakers</p>	<p>Select the key Speaker(s). Focus on entrepreneurs, start-ups, researchers, and large corporations in the sector. Select speakers who are industry leaders, innovators, and successful entrepreneurs. Check if they are available and in the scope of your budget.</p> <p>During the planning stage you can share this file with all people involved in organizing the event and use this cell to brainstorm all possible options and then decide which candidate is the most suitable.</p> <p>The person assigned to this task should be responsible for contacting the Speaker, checking their availability, confirming payment details, and taking on all further communications with the Speaker.</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>
<p>Moderator of the event</p>	<p>A well-managed event depends on an experienced moderator who can steer the agenda, maintain engagement, and address any unforeseen challenges. It could be someone from your organization or outside.</p> <p>During the planning stage you can share this file with all people involved in organizing the event and to use this cell to brainstorm all possible options and then decide which candidate is the most suitable.</p> <p>If the moderator is from outside, the person assigned to this task should be responsible for contacting the potential Moderator, checking their availability, confirming payment details, and taking on all further communications with the Moderator.</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>
<p>Communication with Speakers</p>	<p>It is really important to clearly communicate with your speakers and moderator about what you expect from them and give them as many details about the event - the other speakers, the participants, the activities - as you can. This will ensure a smooth and productive event that everyone would benefit from.</p> <p>Letters when communicating with speakers should include:</p> <ul style="list-style-type: none"> - Information about the event (other participants, programme) - Login link - Templates for slides 	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>

	<ul style="list-style-type: none"> - Background to use during the event - Request to send slides - so that we have them in case we can't share <p>Example of a letter to a speaker a few days before the event:</p> <p>Good afternoon,</p> <p>Thank you once again for agreeing to present your expertise at the “Innovation Dialogues. Adapting to AI: Transformations in the Labour Market 4.0”. The event is on Monday, so I would like to ask you to share the slides of your presentation with us by Sunday evening (12 May). You will be able to share the slides yourself during the event, but if there are technical difficulties during the event, we can respond more quickly to share the slides.</p> <p>It will also be useful for the moderator to have access to the content of your presentations in advance.</p> <p>If you do not have the slides, it would be great if you could write briefly what you plan to talk about (at least the main points). The length of your presentation is 5-10 minutes.</p> <p>Other information:</p> <ul style="list-style-type: none"> - Event time: 13 May, 11:00 (Lithuanian time), duration 1.5 hours. - Virtual venue: TEAMS platform, link to the event: https://shorturl.at/fsSU5 . - You are welcome to join early, we will test the technical aspects together. <p>If you have any questions, please contact us! See you there!</p>	
<p>Something unexpected (optional)</p>	<p>It is always useful and engaging to think of something that would be unexpected in an event. For example, if your topic is related to AI, maybe it is worth incorporating an Avatar into your event. Maybe it could act as an opening “speaker”? Maybe it could try moderating the event successfully or even not?</p> <p>If the theme of the event is related to drone technology, maybe you could use some real-time video footage from a flying drone.</p> <p>Add some key speakers who would have been kept secret prior to the event and would be a pleasant surprise for participants.</p> <p>Just be creative with it.</p>	<p>Person(s) Assigned /</p> <ul style="list-style-type: none"> <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

<p>Agenda</p>	<p>After finalising the event agenda, take your time to prepare a scenario for the event. This helps to play out all the event in advance and see in perspective what is ready and what is not.</p> <p>Example of an Agenda: 10:00-10:05 Distance LAB pulse. What's in store for businesses this spring? Moderator 10:05-10:25 How the AI is changing the labour market and how to adapt. John Peterson, Founder of "AI for business" 10:25-10:45 Will we still need lawyers in the AI era? Mark Cranberg, Managing partner at WANDEN Law Firm 10:45-11:00 What challenges does artificial intelligence bring to SMEs? 3 SMEs share their experiences 11:00-11:15 Discussion. How does AI affect SMEs? (<i>in breakout rooms</i>) 11:15-11:30 Wrap up and concluding remarks</p> <p>Example of the Scenario:</p> <p>Moderator: welcome words / what is the theme of the event / what is the duration / what is the programme / who are the participants / who are the speakers / what is the objective. Mentions that participants are welcome to share their contacts throughout the event, and that the organizers will share a joint letter after the event.</p> <p>10:00-10:05 Distance LAB pulse. What's in store for businesses this spring?</p> <p>Moderator: brief presentation of the speaker John Peterson and his topic:</p> <p>10:05-10:25 How the AI is changing the labour market and how to adapt. John Peterson, Founder of "AI for business"</p> <p>Moderator: some reflection on what interesting things John has said, maybe some questions for the speaker and the audience, and an introduction on what to expect from Mark's presentation</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>
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10:25-10:45 | Will we still need lawyers in the AI era? Mark Cranberg, Managing Partner at WANDEN Law Firm

Moderator: key insights from Mark, maybe some questions from the audience. The moderator says that now there will be more hands-on presentations, and that the participants will hear experiences of three firms from three countries in relation to AI. The companies are developing an AI solution and will present how it went. Brief introduction of the first company and invitation to speak:

10:45-11:00 | What challenges does AI bring to SMEs? SMEs share their experiences LT company

Moderator: thanks to the first presenters and speakers, invitation to the next speaker:

10:45-11:00 | What challenges does AI bring to SMEs? SMEs share their experiences LV company

Moderator: thanks to the second presenters and speakers, invitation to the last to speak:

10:45-11:00 | What challenges does AI bring to SMEs? SMEs share their experiences NO company



Moderator: Acknowledgement of the companies who presented and invitation to discuss in smaller groups. A brief presentation on what will take place now. Participants have already been assigned to rooms where the group moderator will be waiting for them. The moderator of each room is introduced. Participants are invited for the networking part as well as for the discussion "How does AI affect SMEs?". Group work will take about 15 minutes, after which we will return to share the results of each group.

11:00-11:15 | Discussion. How does AI affect SMEs? Break out rooms

In the breakout rooms: First of all, participants are asked to briefly tell about their company, what they do, and whether they offer any AI solution or would like to

	<p>implement one and are looking for someone who can do it. Then participants are invited to discuss.</p> <p>Example of the questions for the discussion:</p> <p>Exploring AI Implementation: What are the main challenges your organisation faces in implementing AI technologies? How have you addressed these challenges, and what lessons have you learned along the way?</p> <p>Employee reaction to the impact of AI: What is the general mood of your employees towards the changes that AI is bringing to the labour market? Are they still fearful, doubtful or excited about the possibilities? Do they see more threats or more opportunities? Are they ready for change?</p> <p>Skills and training in the AI era: How is your company preparing your employees for an AI-driven future? What strategies or initiatives have been effective in upskilling employees and fostering a culture of continuous learning?</p> <p>Moderator: after returning from the breakout rooms gives the floor to the moderator of each room. Lastly, sums up the event.</p> <p>11:15-11:30 Wrap-up and closing remarks</p>	
Breakout rooms	A slide with room rules and topics for discussion is prepared in advance and shared in each room. Each room moderator was briefed on their role in the breakout rooms before the event.	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Create an Event link on Social networks	Facebook: Link to Facebook event LinkedIn: Link to LinkedIn event Example of a LinkedIn event: https://www.linkedin.com/events/innovationdialogues-adaptingtoa7191772953909350401/ If the event is organized for a close group of participants a simple Calendar invite with all relevant information could be enough.	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

<p>Link for participants' registration</p>	<p>For participants registration use Microsoft Forms or Google Forms. During this process it is important to gather all relevant information about the participants, so the questions should be well thought out.</p> <p>Example of the questions in the registration form:</p> <p><u>Section 1</u></p> <p>Your organization Text</p> <p>Name, Surname Text</p> <p>Your email Text</p> <p><u>Section 2</u></p> <p>We are interested to know what your company profile is, why you have chosen to participate in this event, what your motivation is to participate in this and other events, and to what extent you find this event useful for making new contacts. Please answer a few questions. It will only take a few minutes!</p> <p>Type of your organization: SME Business Support Organization Public Authority Higher education and research institution</p> <p>What are your main objectives for attending this event? Text</p> <p>What topics are you most interested in learning about or discussing during the event? Text</p> <p>Are there any specific individuals or types of professionals you hope to connect with during the event? Text</p> <p>We provide an opportunity to connect with like-minded people/organizations to explore future collaboration opportunities. Would you be interested in sharing your profile with us and that your profile would be shared with other participants after the event? Yes/No</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>
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	<p>If yes, please introduce your organization within up to 3 sentences.</p> <p>Text</p> <p>Would you be interested in participating in future international events organized under the Distance LAB initiative and receive invitations by email?</p> <p>Yes/No</p> <p>Example of participants' registration form: https://forms.office.com/e/LpT6QkPEbj</p>	
<p>Automatics reply e-mail to the ones who registered:</p>	<p>Example message:</p> <p>Thank you for registering for Innovation Dialogues. Adapting to AI: Transformations in the Labour Market 4.0 event!</p> <p> Join us on May 13, 10:00-11:30 CEST</p> <p> Link to the event: enter link to the Event</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>
<p>Dissemination</p>	<p>If you expect participants from outside, use the social media channels to disseminate your event. Add yourself to relevant Facebook or LinkedIn groups well in advance as the administrators most of the time have to approve your request to join and post.</p> <p>Prepare a visual for your event dissemination. Create a good title / slogan / logo / colour scheme. Create visuals for PowerPoint presentations, and speaker backgrounds to make your event look cohesive.</p> <p>To make the dissemination process more coordinated and to avoid duplication, list all places where your message was disseminated:</p> <ul style="list-style-type: none"> ● Periodical Facebook posts and event ● Periodical LinkedIn posts and event ● Personal messages (specify) ● Organizations' webpage ● Relevant Social media groups ● ... <p>Example of an invitation letter:</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>

AI is already reshaping the world of work, creating new job opportunities, and replacing others, with even more significant changes expected in the future. 🗣️ **We invite you to explore what is hot in the AI for labour market topic and what lies ahead for your company to make the business processes smoother.**

This event offers a chance to network and connect with like-minded professionals across the Baltic Sea Region, including our guest speakers John Peterson, the founder of “AI for business” and Mark Cranberg, Managing partner at WANDEN Law Firm.

! Don’t miss this opportunity to be at the forefront of innovation and prepare yourself for the exciting possibilities!

WHEN | May 13, 10:00 – 11:30 CEST

WHERE | Online via TEAMS

▶ **REGISTER to receive the link:** <https://forms.office.com/e/LpT6QkPEbj>

// AGENDA //

(CEST)

10:00-10:05 | Distance LAB pulse. What's in store for businesses this spring?

10:05-10:25 | How the AI is changing the labour market and how to adapt. John Peterson, Founder of “AI for business”

10:25-10:45 | Will we still need lawyers in the AI era? Mark Cranberg, Managing partner at WANDEN Law Firm

10:45-11:00 | What challenges does artificial intelligence bring to SMEs? SMEs share their experiences

11:00-11:15 | Discussion. How does AI affect SMEs?

11:15-11:30 | Wrap up and concluding remarks

The link to the event will be sent after the registration.

Hope to see you there!

Organizers

Don’t forget to add more detailed information about the scope of personal data

	processing, purposes, means, and their rights. Example.: https://kaunomtp.it/privacy-notice .	
Information to the Moderator	Provide the moderator with all relevant information. Have a short biography of all speakers to share with the moderator. What is their expertise, experience in the field, maybe some fun-facts. Share the scenario or share all relevant information for him/her to prepare the scenario by themselves. Share or discuss possible questions to the speakers, participants during discussions.	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
E-mails to participant few days before the Event	Example of an e-mail: Hello, This email is to remind you that you have registered to the event " Innovation Dialogues. Adapting to AI: Transformations in the Labour Market 4.0 ". The event takes place today, 13 th May, 2024. WHEN 10:00 – 11:30 CEST WHERE Online via TEAMS 🔗 Event link press HERE More about the event. See you soon! Kind regards, Organizing team	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
EXECUTION OF THE EVENT		
Reminder letter on the day of the Event	Hello, The event " Innovation Dialogues. Adapting to AI: Transformations in the Labour Market 4.0 " starts within 1 hour. WHEN 10:00 – 11:30 CEST	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

	<p>WHERE Online via TEAMS 🔗 Event link https://shorturl.at/fsSU5</p> <p>Please, join the webinar some minutes ahead of time and mute the microphone. More about the event.</p> <p>See you soon!</p> <p>Kind regards, Organizers</p>	
Start of the Event	<p>Make sure all guests and speakers are connected to the event. Connect 10-15 minutes prior the start of event to make a test slide shares, check microphones and cameras, and check roles and rights assigned to participants.</p> <p>Prepare and check the readiness of interactive elements like Q&A sessions, polls, and breakout rooms. Have a dedicated person responsible for technical management.</p> <p>Provide guidelines for respectful and constructive interactions. Ask participants to use chat for questions, remarks, sharing of contacts.</p>	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Event recording (optional)	<p>Save and edit the recording and prepare a link to the video to be sent to the participants.</p>	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Follow the scenario but be flexible	<p>Example of the Scenario:</p> <p>Moderator: welcome words / what is the theme of the event / what is the duration / what is the programme / who are the participants / who are the speakers / what is the objective. Mentions that participants are welcome to share their contacts throughout the event, and that the organizers will share a joint letter after the event.</p> <p>10:00-10:05 Distance LAB pulse. What's in store for businesses this spring?</p> <p>Moderator: brief presentation of the speaker John Peterson and his topic:</p>	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

10:05-10:25 | How the AI is changing the labour market and how to adapt. John Peterson, Founder of "AI for business"

Moderator: some reflection on what interesting things John has said, maybe some questions for the speaker and the audience, and an introduction on what to expect from Mark's presentation

10:25-10:45 | Will we still need lawyers in the AI era? Mark Cranberg, Managing Partner at WANDEN Law Firm

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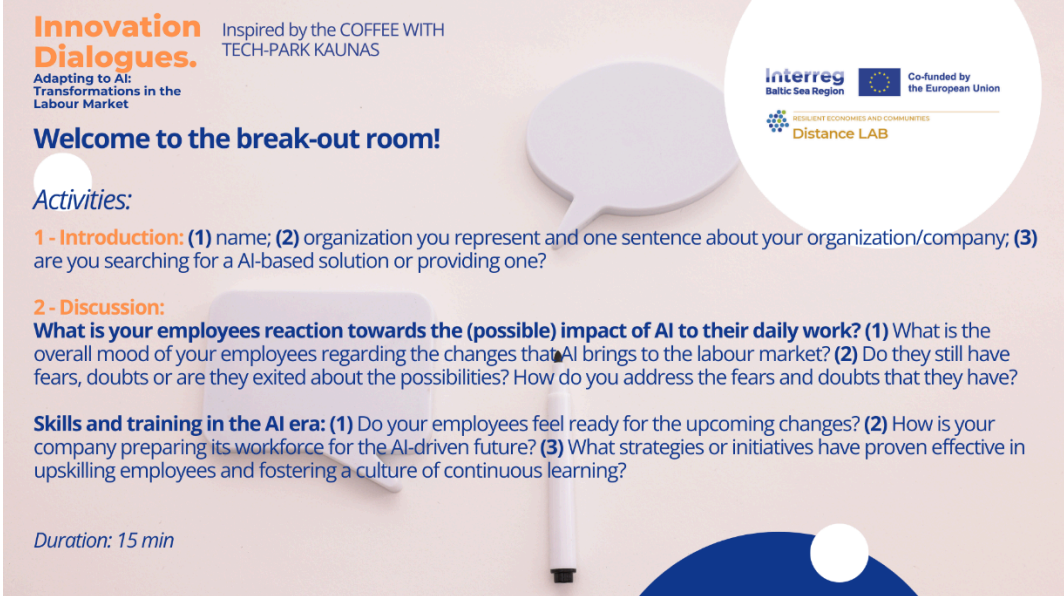
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<p>Breakout rooms</p>	<p>Assign a person who will create and manage the breakout rooms. This should be the person who created the event link. If you have never delt with creating a breakout room before – make sure you make a test event with your colleagues to understand the specifics.</p> <p>You can assign participants to the breakout rooms only during the event, but according your registration discuss how many breakout rooms you plan to have before the event.</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>

	<p>Assign a room moderator to lead work there. Have a Miro board or PowerPoint slide(s) to facilitate discussions and to provide the possibility to create notes. If no participant would want to share the insights after returning to joint event, this would be the room moderators' responsibility.</p> <p>Example for the starting slide in the breakout room:</p> 	
POST-EVENT ACTIVITIES		
Payments	Check if all agreements are prepared, and invoices are issued correctly. Make transfers.	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done
Follow-up letter to participants and request to fill in the satisfaction survey	Example of the follow-up letter to the participants: Dear Participants,	Person(s) Assigned / <input type="checkbox"/> not started <input type="checkbox"/> in progress <input type="checkbox"/> done

	<p>We would like to thank you for participating in yesterday's event  <i>Innovation Dialogues: Adapting to AI - Transformations in the Labour Market</i>. We hope that the event provided a valuable platform for you to gain new insights, reflect, share your own experiences, and connect with other professionals.</p> <p>We would appreciate it if you could take a moment  to fill out a short survey to evaluate your experience at the event. Your feedback will help us improve and better respond to your needs in future events.</p> <p> Link to the survey: https://forms.office.com/e/xu404ujQNW</p> <p>Thank you once again for your participation!</p> <p>Best regards, The Organizers</p>	
Follow-up meetings	<p>Encourage participants to organize follow-up meetings to explore partnerships and investment opportunities.</p> <p>Provide a platform or channel for participants to schedule these meetings.</p>	<p>Person(s) Assigned /</p> <p><input type="checkbox"/> not started</p> <p><input type="checkbox"/> in progress</p> <p><input type="checkbox"/> done</p>