

Swissparks.ch Workshop 2/2023

Zoom Video Conference

Topic: Communicating with our Start-up Ecosystem

How do Technology parks and startup incubators engage with their key stakeholders, what are the best communication channels to use for each?

Date: Tuesday, 5 December 2023, 11.00, Zoom Video Conference

Abstract Our member centers in the program will explain who their stakeholders are and share how they best communicate with them and why. We anticipate this will lead to highlight an interesting diversity between the centers, not only in terms of stakeholders, but also in terms of the communication channels with them. We expect to stimulate inspiration among the parks. One may not communicate at all with a stakeholder that the other takes great care of. Or one becomes aware that the communication channel exercised by another for a specific stakeholder seems much more appropriate and effective. Sharing best practice and good experience is in the focus of the program.

Workshop Program

Time	Topic
10.50	Arrival to Zoom Waiting Room
11.00	Welcome, Introduction, Moderation <i>René Hausammann, President, Swissparks.ch</i>
11.05	Pascal Marmier, Secretary General Foundation for the Economy of Trust unlimitrust campus, Prilly (Vaud)
11.20	James Miners, Head of startup & innovation programs Fongit, Geneva
11.35	To be announced

11.50	Mitja Messerli, Marketing & Stakeholder Relations Tech Park Basel
12.05	Massimo Fiorin, Managing Director swiss aeropôle, Payerne
12.20	Julie Schüpbach, Responsable marketing et projets Agropôle SA, Molondin
12.35	Conclusions & Take-aways
12.45	Closure

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Fee: *Free of charge*

Registration: Until 28 November 2023

→ *Registration via this link:*

<https://airtable.com/appgWTcpmCykxBCs7/shrRcyBHqOciXsHKm>