

EXCELLENCE IN THE EU PROJECT DEVELOPMENT AND PROPOSAL WRITING

Focused on the SME Instrument

Training objective is to refine project initiatives for 2018 – 2020 from SMEs, to make the most effective use of the EU and H2020 funding opportunities. Transform yourself into a great proposal developer and multiply your personal income as well as the organizations/clients you are involved;

Training will change your paradigm about proposal writing -

You will come back to your organisations as masters for the H2020 SME instrument with advanced skillset to tackle real-life challenges, generate high impact and ensure financial support for your initiatives.

Trainers will focus on open calls - The program develops competencies and skills for initiating and implementing projects satisfying the highest quality criteria and understanding stakeholder issues ensuring high impact and sustainability. Practice the most advanced methodologies for the EU project management and leadership from project idea to follow-up.

The experiential learning methodology is designed to keep you in the growth zone after the training. This challenging programme is designed for professionals seeking excellence in the proposal writing for SME Instrument. But it will offer effective strategies and tools to those who wish to take part as partners in H2020. As the previous results demonstrated SMEs can use H2020 funding opportunities more effectively.

Dates and Locations are available in ETA Calendar: 29 – 30. November 2018, Brussels, Belgium

Participation fee for one day €190 and two days €290 - offers unmatched cost to quality ratio; the fee comprises of: training materials and project models, snacks, refreshments, and access to the ETA data bases. For **early registrations**, and group registrations until 15. October up to **30% reductions are available**. You may request more information at info@eutraining.info.

Payments should be made to: European Training Network; IBAN ME2551 000000000 9401086; SWIFT CKBCMEPG

Focus of the training will be:

- Funding opportunities for 2018-2020
- How to write a winning proposal
- Project proposal writing tools
- Examples of successful project proposals

What will you learn at this seminar?

- How to impress evaluators
- How to write project proposal that will get the money, including key sections: Excellence, Impact and Implementation
- How does financed project look like - examples of successful Horizon 2020 project proposals

Who is this seminar for?

- Professionals from SMEs, micro enterprises, disruptive start-ups, business support organisations, innovation agencies, chambers of commerce, entrepreneurship associations...
- Who intend to submit SME Instrument proposals for the first time or intend to re-submit SME Instrument proposals

HORIZON EXCELLENCE IN THE EU 2020

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PROGRAM

10.00 Welcome and introduction

10.15 Overview of SME Instrument call requirements and EASME recommendations - strategies how to get funded;

11.30 Coffee break

11.45 Review of participant's project initiatives

12.15 Practical step-by-step guidance through the proposal for the open calls - **how to write each part of the proposal**, simply and to the point.

13.00 Lunch Break

13.45 Analysis of Project Models - Systematic analysis of more than 20 winning proposals enabled us to gather approaches, methods and techniques that proved to consistently deliver highest evaluation scores

14.45 Coffee Break

15.00 - Excellence Section – The most effective ways to get the maximum score and create a winning proposal; Creation of the Excellence section;

15.45 Q&A Discussion - Prep for Day II

10.00 Analysis and pre-evaluation of participants project initiatives - expert assessment, simulating the official evaluation process and consultation for improvement of every part of participants proposals or partners profiles;

11.30 Coffee Break

11.45 Workshop – Impact Section - optimal proposal structure, instructions on how to write Impact section, based on evaluation criteria, enabling quick and comprehensive preparation of a winning proposal.

13.00 Lunch Break

13.45 Key success criteria for evaluation - Our tools ensure your proposals address all sub-evaluation criteria with sufficient detail and evidence to impress evaluators. During the workshop participants will ensure maximum scores and simulate the formal project Evaluation. Write the Implementation section and Parts 3 – 5 of the proposal;

14.45 Coffee Break

15.00 Q&A Discussion and refinement of participant's business plans for individual Coaching or proposal writing;

16.00 Conclusions

TEACHING METHODS

- ✓ Lectures and case studies
- ✓ Workshops, Discussions
- ✓ Interactive exercises
- ✓ Small group tasks
- ✓ Rich course material

BENEFITS

- ✓ Maximise organisational and career growth using the EU funding
- ✓ Get to know secrets of success for the SME Instrument
- ✓ Receive an exclusive insight
- ✓ Learn to outperform expectations

THE EXPERIENTIAL LEARNING

- ✓ Encourages active interplay between conceptual frameworks and their implementation in real-world settings.
- ✓ Focuses on key variables for success at each stage and providing irreplaceable insights into best practices;
- ✓ Refines participants initiatives

HORIZON 2020

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Our Global Curriculum integrates the best practices and cultural insights of the world's top business and governance schools adapted for the needs of your local economies and communities. You will return with the latest strategies for achieving your organisation's goals and your career objectives. Our programs have already been evaluated with the highest marks by more than 6000 participants from respectable organisations including:

Universities of Warsaw, University of Newcastle, Ghent University, Amsterdam University of the Arts, Antwerp Management School, Stockholm University of the Arts, Vytautas Magnus University, Norwegian School of Economics, Faculty of Law Radboud University Nijmegen, Universite Pierre et Marie Curie, Louven University, Utrecht University, Westfalische Wilhelms Universitat Munster, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, University Mediterranean Podgorica etc. Polish Science Contact Agency, INTERPOL, Atlantic Group, Siemens, Philips, Robert Bosch, Schneider Electric Ltd, Hewlett Packard, Leo Burnett, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, , Petroleum Industry of Serbia (NIS), Telekom, Amiga Ltd, Dam Mont Ltd, 3M, SAGA Ltd, Asseco, MFC Mikrokomerc, Vlatacom, Link Group, NICAT, OSA Engineering, S&T Serbia, Enel PS, IPSOS, GfK, Patent Co, Avalon Production, Planit doo, Vojvodina agriculture, EkoAgri, Novi Sad cable factory, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus ad, Energoprojekt, Srbija Šume, Port of Belgrade, Poliex Research and Development Centre etc. Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker, World Vision International etc. You may check at the links below *impressive references and track record* of ETA trainers: <https://www.linkedin.com/in/nektarijevic/>



Boško Nektarijević, MBA, Coach at EASME for SME Instrument; Extensive experience in proposal preparation for numerous H2020 successful projects in the EU, MED and Balkan countries. Received twice 'Seal of Excellence' from the EC. Writing proposals and implementing EU funded projects for 20 years for the top EuropeAid contractors. Former manager of EU Access and Balkan Security Network. Principal trainer for more than 8000 applicants. Lecturer at the Business Academy (Cambridge International Business Studies). Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS – University of Brussels '02; Executive education at Harvard University, USA '05.