CLUSTER
BOOSTER ACADEMY

ANNEX II
WHITE BOOK FOR
VENUE PROVIDERS

**EUROPEAN CLUSTER
COLLABORATION PLATFORM**

NEXT GEN EU

The information contained in this document is for general guidance only.
The final collaboration arrangements will be agreed in due time between the selected Venue
Provider and the European Cluster Collaboration Platform.

1. General information

To effectively manage a cluster, a diverse set of skills is necessary to provide efficient support to all members, address the needs of various stakeholders, and contribute to the digital and green transition while increasing resilience, and ensure the cluster own sustainability. In response to the growing demand for comprehensive cluster management training, the European Cluster Collaboration Platform offers a specialized 4-day intensive program.

2. Dates

The two in-person days of the Cluster Booster Academy are scheduled to take place in **March 2024**, (ideally during the week of 11-15 or 18-22 March 2024). The preferred days for the event are Tuesday/Wednesday or Wednesday/Thursday with the aim to avoid scheduling conflicts with major international bank holidays or school holidays, ensuring maximum availability and participation.

3. Venue requirements

The host has the flexibility to choose a venue that meets the event's requirements, such as conference hotels, universities, technology parks, or other suitable venues. Accessibility for disabled attendees should be ensured, with appropriate facilities in place. The rooms should be adaptable to accommodate different setups, considering that adjustments may be needed during the event. The host must provide the ECCP organizing team with a venue map and detailed facility information. Accommodation should be either available within the venue or conveniently located nearby for easy access by participants, either on foot or via public transportation.

The costs for all following requirements are to be covered by the venue provider:

a. **Meeting rooms**
- 2 meeting rooms, each capable of accommodating up to 25 people with individual desks, available for two consecutive days.
- The rooms should be equipped with essential technical equipment such as AV facilities, a reliable internet connection, a large screen or VGA projector, and equipment for live speaker connections.

b. **Conference room**
- 1 conference room with a seating capacity for up to 50 people (40 participants plus trainers and speakers), available for two consecutive days.

- The conference room should be equipped with the necessary technical facilities, including AV equipment, a reliable internet connection, a large screen or VGA projector, and equipment for live speaker connections.

c. Welcome desk

The venue provider should ensure the presence of competent and attentive staff at the welcome desk. The welcome desk should be operational from before the participants' arrival until the conclusion of the Academy, providing assistance and information throughout the event.

4. Accommodation and Hotel requirements

The venue should be conveniently located, preferably within walking distance or a short public transportation ride, with good access to nearby hotels. The venue host is kindly requested to propose 2-3 hotels with competitive rates per night per room. Participants are responsible for their own travel and accommodation costs.

Additionally, the venue provider is kindly requested to furnish further details regarding accommodation options, encompassing cancellation policies and reservation procedures.

5. Marketing & PR

The ECCP will develop comprehensive promotional materials for the Cluster Booster Academy, which will be utilized across the communication channels of the ECCP platform, the European Commission, and other relevant national or local channels. In close collaboration with the venue provider, the ECCP marketing team will design the layout of all communication tools for the Cluster Booster Academy. This includes organizing the email invitations and promoting the event through various social media channels. The ECCP is responsible for printing the training materials and supporting documents. However, the venue provider is expected to actively support ECCP in the communication and dissemination efforts, with a particular focus on engaging the local and national target audience.

6. Fees & Registration

Participation in the Cluster Booster Academy is completely free of charge for all participants. There will be no circumstances under which participation fees will be charged. To register for the sessions, participants are required to utilize the online registration platform provided by the ECCP organizing team.

Confirmation of participant registrations will be conducted by the ECCP.

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7. Engagement of potential speakers

The venue provider is requested to clearly state in their proposal how they intend to involve regional authorities, research institutions, clusters, or other potential speakers who possess expertise in areas such as cluster management, sustainability implementation, digitalization, and resilience factors in clusters. If specific individuals have already been identified, please include their contact details and background information in the application. It is important to note that the involvement of these speakers will not include financial compensation. The involvement of these speakers will not be compensated.

8. Support expected from the venue provider

The table below summarises the organisational responsibilities of the venue provider before and during the training sessions:

What is expected from the venue provider	
Before the event	**During the event**
Covering of all the costs	
Engagement with the regional authorities	Event steward/hostess
Engagement with local clusters and other organisations	On-site technical support for the streaming of potential remote speakers
Engagement with local speakers/experts on, e.g.: - relevance of sustainability, digitalisation and resilience for clusters - Cluster organisations' business models - Cluster organisations' member recruitment	On-site support for short-notice printing/technical activities
Identification, contact and arrangement of the venue	Support for participants regarding informing them about potentially interesting local events (before or after the training sessions), directions, transport, etc.
Contribute identifying the best quality/price accommodations for participants and negotiate promotional rates	
Support by sharing a curated list of reputable catering organizations	

Note: The ECCP team will cover the costs of catering and other potential expenses such as transportation to the venue or a reception for the speakers, moderators, and organizers.

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