

# Multiplier Event Report

*Fyg Consultores*

*28.10.2022, Valencia (Spain)*

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PEACOC

OCTOBER 2022

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**Key Action 2 | Call 2**  
**Cooperation for innovation and the**  
**exchange of good practices within the**  
**Strategic Partnerships for vocational**  
**education and training.**

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## About this document

<i>Project</i>	<i>PEACOC - PErsonAlised e-Business Coaching for Construction SMEs</i>
<i>Author(s)</i>	
<i>Reviewer(s)</i>	CIVIC, GZS, IDEC, ITECONS, ATERMON, FyG
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## Revision History

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## Executive Summary



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## 1 Introduction & objectives of the Multiplier Event

The Multiplier Event was organized in Spain by FYG Consultores, the 28<sup>th</sup> October 2022; Dandy Horse Cycle Café, C/ Antonio Suárez, 3, Valencia with a total amount of 40 participants. It took the form of a thematic event with the aim of spreading and promoting the results of the PEACOC project; particularly stressing the need for better and more flexible hands on training speaking directly at the construction SMEs "pains".

It was organised by FYG Consultores in a dynamic and professional manner. On the one hand, they planned a kind of mini-conference among the attendees to discuss the situation of their SMEs (barriers, cross-borders sellings, operating costs). And for the explanation of the project, they organised an interactive session in the form of a workshop so that the attendees could get involved in the debates.

## 2 Agenda

The event was conducted by Fabián Gómez, CEO of FyG Consultores. He counts with a solid background as business administrator and leader with excellent skills in managing and coordinating. In addition, he worked as a professor in the prestigious MBA Global business and in INEDE business school and implemented different innovative educational activities.

The event had a duration of 3 hours and a half, from, from 3pm to 6.30pm. The agenda was as follows:

<b>EVENTO DE DIFUSIÓN</b>	
<b>AGENDA</b>	
<b>28.10.2022</b>	
<b>15.00</b>	Bienvenida a los participantes
<b>15.15</b>	Presentación de FyG Consultores
<b>15.30</b>	Debate abierto sobre el comercio electrónico en el sector de la construcción
<b>16.30</b>	Presentación general del proyecto PEACOC: objetivos, socios y grupos destinatarios
<b>17.00</b>	Presentación de los resultados de PEACOC: <ul style="list-style-type: none"><li>• O1: Curso de formación para gestores de negocio electrónico – Curso BMT</li><li>• O2: e-Business Strategy Genie</li><li>• O3: Servicio de Retención de Habilidades</li></ul>
<b>18.00</b>	Feedback y testimonios de los participantes
<b>18.30</b>	Conclusiones & finalización



Dandy Horse  
Cycle Café,  
C/ Antonio  
Suárez, 3,  
Valencia



### **3 Promotional activities**

The recruitment process for was done by using different kinds of methods to reach the target group. Firstly, we have been promoting through our social networks this opportunity to be part of PEACOC project (LinkedIn, Facebook). Secondly, we used also the information posted on the website of the project (<https://peacoc.eu/>). And thirdly, from FYG we are in contact with some associations supporting construction SMEs, mainly consultants but also VET trainers, e-Business coaches and suppliers, manufacturers. On the other hand, FYG used their associated partners to reach construction chambers and technical chambers.

### **4 Event**

In order to support the implementation of the event, FYG used common communication materials – like the PEACOC leaflet – and developed their own materials such as: a) Roll ups roll ups with FYG's contact information; b) a Power Point presentation in Spanish to conduct the seminar, with all the information to be presented and according to the PEACOC template (IOs, links/ QR codes to PEACOC Genie and Skills Retention Service, PEACOC Website); c) social media posts and invitations; d) posters; e) an agenda for the event. Furthermore, ATERMON supported the conference by preparing audio-visual material.

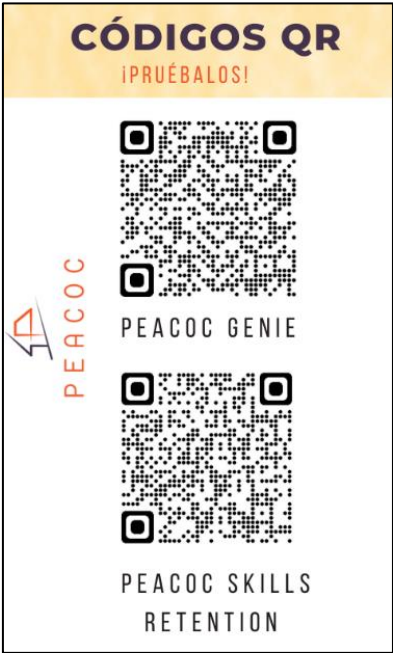
In terms of the event description, the session was conducted physically and entirely in Spanish. The conference began with a reflection on the cross-border issues of e-Commerce for the Construction Sector. The speaker (Fabián) posed questions such as how participants believed they could remove barriers in their industries and reduce costs; to conclude that there was a need for new practices and new information in the form of digital training. Participants were encouraged to respond to and discuss these questions, giving their views and reaching common understanding of the needs of their companies.

It lasted around 1hour. The second part started at 16.30. Miriam Fernández Picazo, project manager from FYG who has participated in the PEACOC project, explained what PEACOC all is about and gave them the opportunity to navigate in its website like an overall project presentation.

Then she followed explaining an in-depth presentation of the project outputs produced under the project. The results presented included: O1: e-Business Manager Training Course– BMT Course; O2: e-Business Strategy Genie; and the O3: Skills Retention Service. Regarding the later, the participants were invited to prove the online learning platform and to follow the project's social media. Afterwards, an open discussion was held on the case studies presented and the PEACOC Academy and Network. Some of the participants were involved also in the testing sessions, so they gave us their testimony and recommended new social events to attend in order to promote such initiatives by the construction sector.

To the end, we persistently thanked them for their attendance and for the smooth running of the session. The event was followed by a cocktail to do networking among the attendees.

4.1 *Photos and evidence of presentations*









## 5 Results

### 5.1 List of participants / Attendance list

The target group approached were 40 adults related to construction sector and the eligibility criteria of the application form were considered to ensure optimal adaption of the solution to the needs of the target group.

Among the target audiences, there were construction SMEs and suppliers, manufacturers, such as FEMEVAL (Valencian Metallurgical Business Federation), Mengual SL., EMMDIE; also Vocational training organisations like Xaveec or the Universities of Valencia and Politecnica of Valencia; consultants and e-Business coaches from Almeida Consultores, DyB Asesores, Maza Consultores; and construction chambers, technical chambers, and associations of construction entrepreneurs; for instance, AJEV (Association of Young Entrepreneurs of Valencia).

There were 17 women and 23 men; what gave us the chance to work with different approaches, and the possibility of using the project for different genres and backgrounds. Regarding location, the most of participants were from Valencia.



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Personalised e-Business Coaching for Construction SMEs - PEACOC  
Project number: 2020-1-UK01-KA202-079235  
Multiplier Event Spain

Place: Dandy Clyde Hub, C/Antonio Suarez 3, Valencia, Spain  
Date: 28th of October 2022

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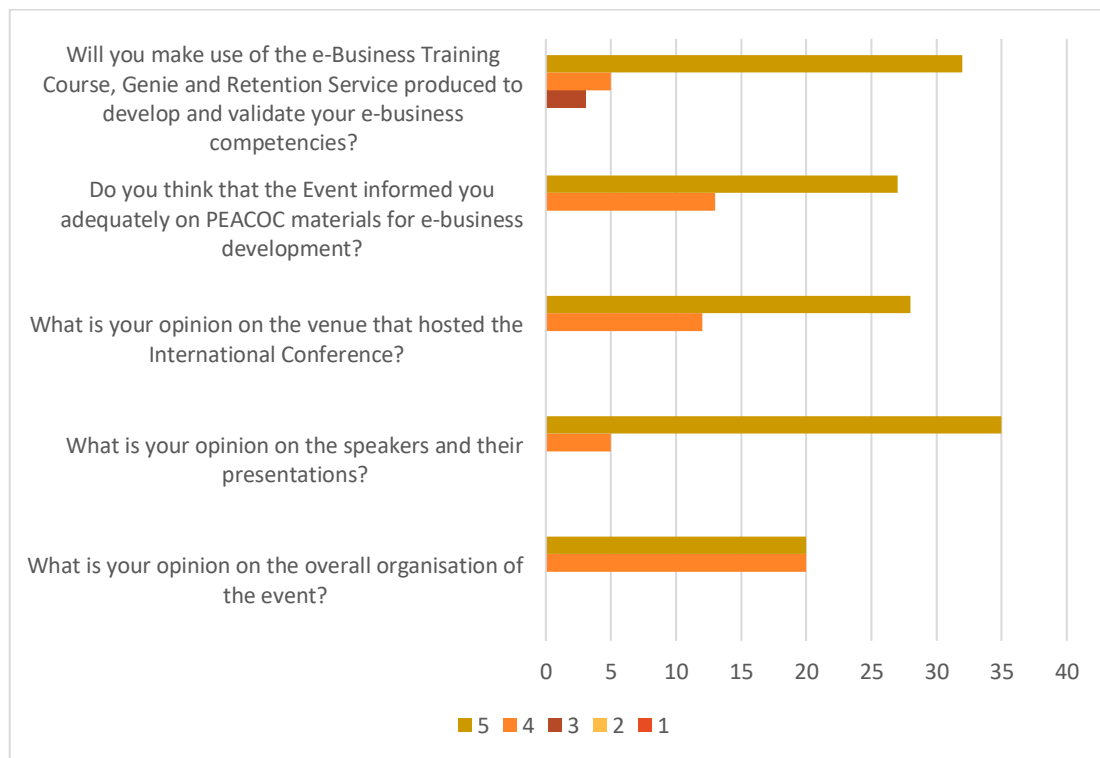
Host organisation	Instalofi Levante S.L. FYG Consultores
Name of the legal representative	Fabián Gómez Gutiérrez, President
Signature of the legal representative	[Signature]

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## 5.2 Feedback evaluation

In order to ensure proper and relevant feed-back of the participants, the partnership created a survey with 8 questions with a 4-point Likert scale, with 1 being "very low " and 5 being "totally high". FYG distributed the one in Spanish among their participants.

The first questions were aimed to evaluate the general organisation of the event.



According to the responses, all the participants had an excellent impression from the event, marking the options between "*totally high*" and "*high*". This question might be complemented and justified by the statements for questions 2 and 3, as the participants have indicated that they found the venue appropriate and adequate, and that the speakers were important to the project and made the event dynamic (taken from the last comments). Therefore, they stated that after the event they were well informed about the PEACOC materials.

The last question of the point-likert scale concerned the future motivation to use the PEACOC materials to validate their competences. In this case, the majority (37 out of 40) indicated that to some extent, totally high or just high, they would use it in the future. The other 3 participants decided to tick the neutral option, neither confirming nor denying its use.

This was followed by 3 open questions on what part of the event was most and least liked, and additional comments. In summary, they expressed their gratitude for approaching construction companies and creating tools to adapt their reality to the needs of the market free of charge; they highlighted the good organisation of the event and the fact of being able to talk to professionals in the sector; and they encouraged to continue with it in the future.

## **6 Conclusions**

After analyzing the opinion of participants on the Multiplier Event in Spain, the first thing to point out is that the organization of the event received 100% positive feedback. This could mean that, on the one hand, they easily followed the explanations and did not find it tiring because of the time invested, and that they were motivated to attend for the same reason and because the venue presented the basic tools for an event. It is also interesting to comment that that no participant has given a negative rating on any part of the event; but were grateful, happy and motivated to use the PEACOC materials.



<https://peacoc.eu/>