

Multiplier Event Report

ATERMON

4 November 2022

Rotterdam, the Netherlands



PEACOC

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About this document

<i>Project</i>	<i>PEACOC - PErsonAlised e-Business Coaching for Construction SMEs</i>
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Executive Summary



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1 Introduction & objectives of the Multiplier Event

The fourth Training Promotion Event was organised by ATERMON B.V. on November 4th, 2022, and was held in the company's premises in Rotterdam, Netherlands. A total of 20 participants attended the event to learn about the PEACOC project, and its objectives and results.

The event helped generate awareness among the target groups and stakeholders about the learning outcomes of the e-Business Manager for the construction sector, the modules developed, the e-Business Strategy Genie to facilitate personal, hands-on training, and the Skills Retention Service designed to help users practice their acquired skills, as well as to promote the PEACOC Academy that will help sustain the project after its completion.

2 Agenda

The event was conducted on ATERMON's premises on November 4th, 2022, at 5pm, to allow for as many participants as possible to attend it. The event had a total duration of 3,5 hours, with the following agenda:



4 November 2022
ATERMON B.V. – ROTTERDAM

PEACOC – PErsonAlised e-Business Coaching for Construction SMEs

TRAINING PROMOTION EVENT

ADENDA

17:00 – 17:15	Registrations and Welcome
17:15 – 17:45	Introduction to ATERMON & the PEACOC project
17:45 – 18:15	Presentation of the e-Business Manager
18:15 – 18:50	Overview of developed modules and presentation of Module 5 (developed by ATERMON)
18:50 – 19:00	Coffee break
19:00 – 19:30	Presentation of the e-Business Strategy Genie
19:30 – 20:00	Presentation of the Skills Retention Service & Navigation around the Platform
20:00 – 20:30	Q&A, Evaluation, & Closure of the event

3 Promotional activities

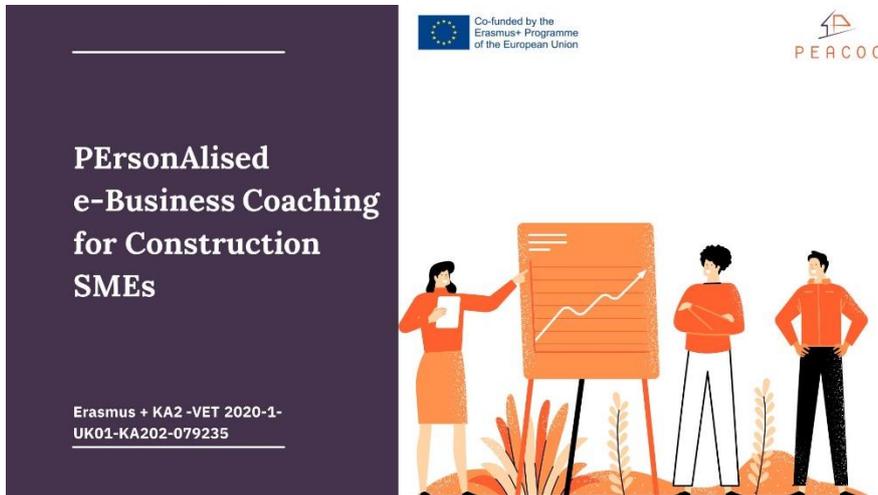
Promotion and invitation to participate in our Multiplier Event were mostly accomplished through ATERMON's social media, newsletters, & personal communication. Participants from the key target groups (construction SMEs, VET trainers, construction entrepreneurs, etc.) were sought out and invited to attend our event and benefit from the suggested methodologies and tools. The project and our event were also promoted during other networking or promotional events. The following flyer was send out and used for promotional purposes of the event:

The flyer is a vertical rectangular graphic with a purple and blue gradient background. At the top left is the ATERMON logo, which consists of a lightbulb icon containing a triangle and the text 'ATERMON EDUCATIONAL PLAY'. To its right is the PEACOC logo, featuring a stylized orange and blue geometric shape above the text 'PEACOC'. The main title 'Training Promotion Event' is written in large, bold, white and purple letters. Below the title, the text 'About our event' is in red. The main body of text is white and describes the event's purpose: 'We cordially invite you to attend our Training Promotional Event for the Erasmus+ project PEACOC, where you will have the chance to learn all about implementing e-Business practices to your construction SMEs!'. Below this, the event details are listed: 'When? 4/11/2022' and 'Where? Posthoornstraat 17, Rotterdam'. At the bottom left, it says 'Don't miss it!'. At the bottom right, there is a red 'Contact Us' header followed by the email address 'info@atermon.nl'. A photograph of an industrial construction site at sunset is visible on the right side of the flyer, partially overlapping the text.

4 Event

As mentioned earlier, the event was held in Rotterdam on November 4, 2022. The event commenced at 5pm to allow for participants to attend more freely after their work

engagements. Most participants had pre-registered for the event, which was held entirely in English, accounting for the multicultural nature of the Dutch workforce. The PEACOC leaflet & the event agenda were printed out for the participants, while the project presentation was used to provide an initial overview to the project (some of the slides are attached here):



Project objectives



-  To identify ways small and medium construction companies could use e-business to improve their business and overcome problems
-  To develop a course that caters to these problems and offers action-based, practical options to solve them
-  To develop an e-Business Strategy Genie that can effectively personalise the course, offering users specific actions based on their needs
-  To create a community of practice for construction companies and other stakeholders through a virtual Academy that can be used to share knowledge, practices, and the project results themselves

e-business with PEACOC

eBMT course modules 4-6

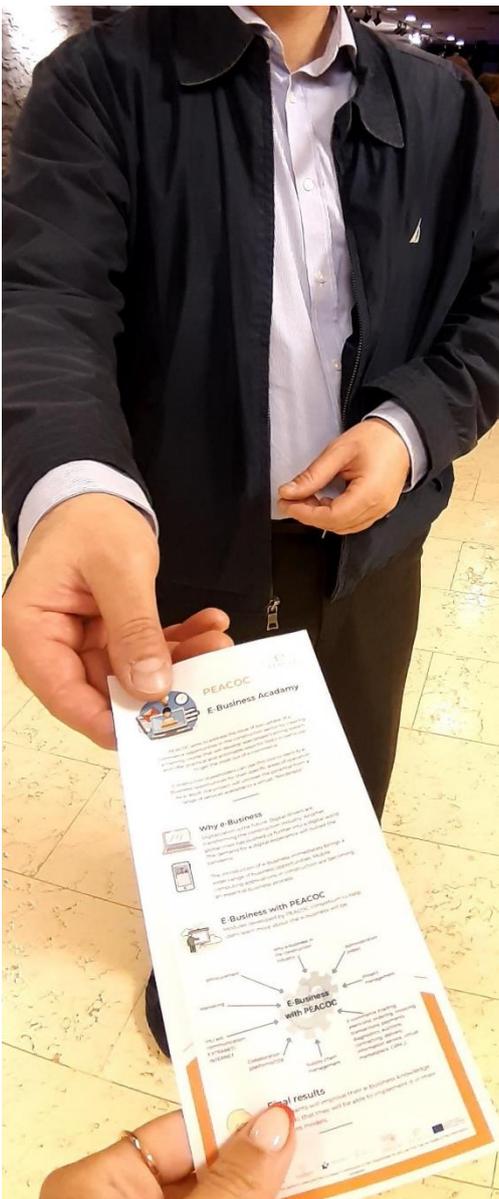


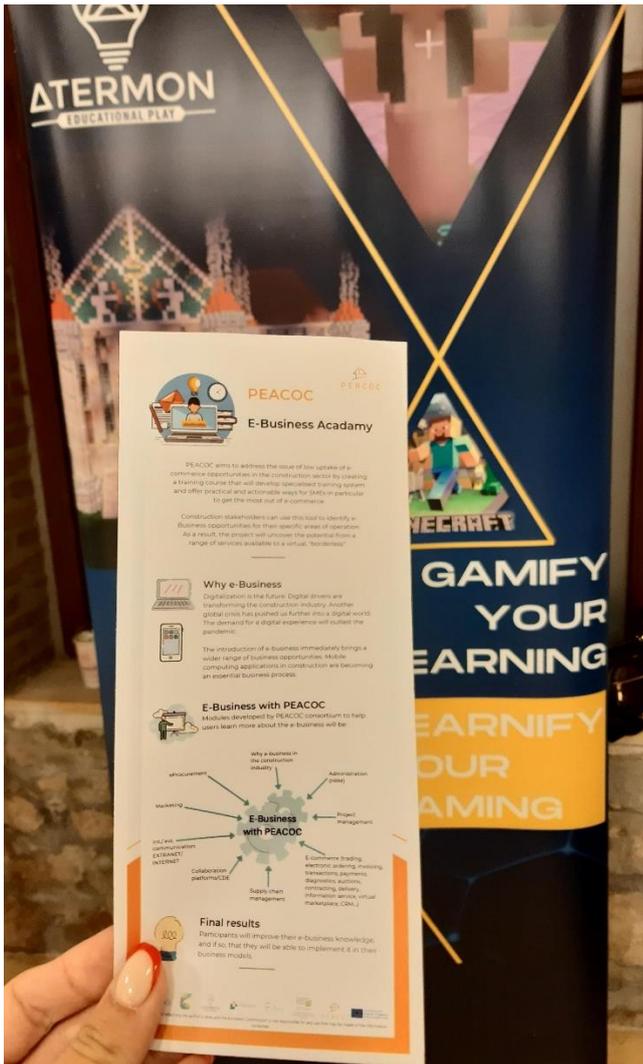
-  **Collaboration platforms/CDE**
This module has the goal of making some clarity as to what the role and usefulness of cooperation platforms are, according to the different needs of the end user.
-  **Int./ext. communication: EXTRANET/INTRANET**
This module will navigate internal and external communication issues related to e-Business and e-Commerce procedures. Learners will get familiarised with different communication modes and systems
-  **E-commerce**
This module will provide a set of actions that can support the implementation of certain important e-commerce activities.

After the initial presentation of the company and its main activities and other Erasmus+ projects, a short overview of the PEACOC project took place, using the presentation above.

Next, the speaker proceeded to delve further into the specifics of the project, by presenting the e-Business Management developed during the life of the project, its functionalities, and showing how it can be used by future users. After that, the developed courses modules were briefly introduced, with more detail given to Module 5, which was developed by ATERMON and had to do with External & Internal Communication Methods relevant to a construction SME. After a short break, attendees were introduced to the e-Business Strategy Genie and were shown how to best make use and benefit from it, while the last presentation was reserved for the Skills Retention Service, which had also been developed by ATERMON. Participants were shown around the platform, learn about the registration and navigation processes, and were shown an example of a presentation to learn how it works. Towards the end of the event, a Q&A session was held to solve any queries and discuss any issues arisen during the event, while attendees were also asked to fill in the evaluation questionnaire and provide feedback regarding the event and the project. The results of this evaluation are discussed below.

4.1 Photos and evidence of presentations





5 Results

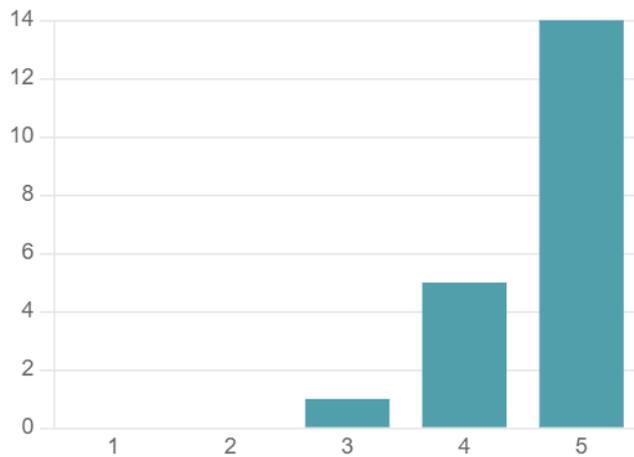
5.1 List of participants / Attendance list

A total of 20 participants attended our Multiplier Event in the Netherlands. Most participants had pre-registered for the event. Participants were representatives of major project target groups, such as construction SMEs, VET institutions, construction entrepreneurs, etc.

5.2 Feedback evaluation

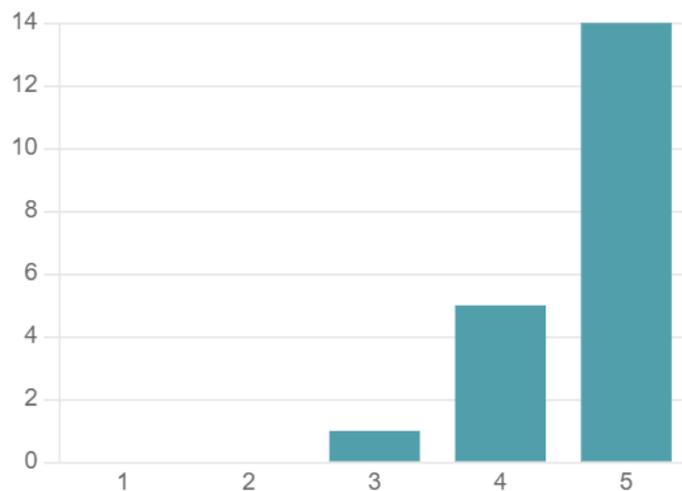
Feedback was received through an 8-question survey; the first five were created with a 5-point Likert type scale, with 1 being “very low” and 5 “very high”, followed by a 3 open-ended questions inviting participants to elaborate on what they liked most/least and any suggestions made. All participants filled the questionnaire; thus, we received 20 answers, which provided us with a variety of responses and insights.

Question 1: What is your opinion on the overall organisation of the event?



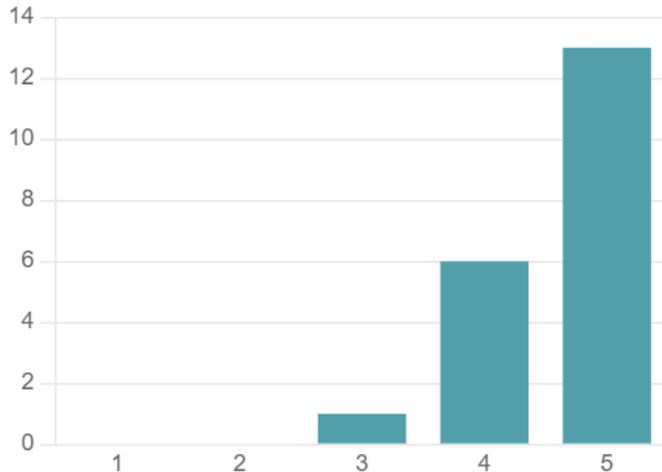
According to this graph, it can be seen that most of the participants had a high (25%) or a very high (70%) opinion of the overall organisation of the event.

Question 2: What is your opinion on the speakers and their presentations?



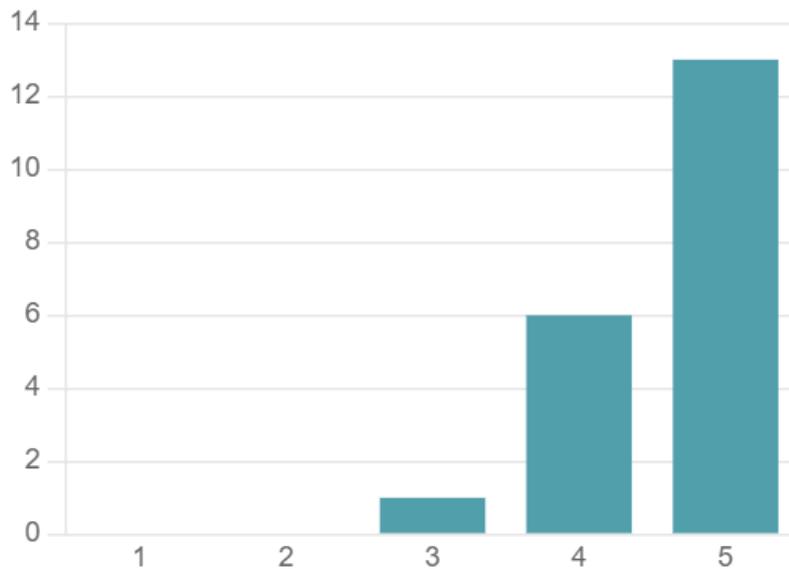
With regards to the speaker(s) and the presentations, most participants (70%) seemed completely satisfied.

Question 3: What is your opinion on the venue that hosted the International Conference?



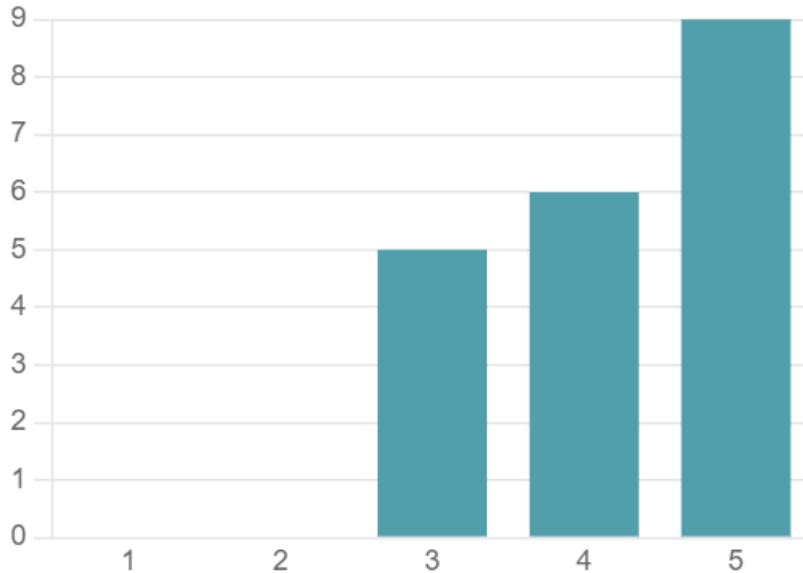
The majority of participants (65%) also reported being highly satisfied with the venue where the event was hosted.

Question 4: Do you think that the Event informed you adequately on PEACOC materials for e-business development?



Here again it is visible that the highest percentage of participants (65%) were very satisfied with the information receives about the PEACOC materials.

Question 5: Will you make use of the e-Business Training Course, Genie and Retention Service produced to develop and validate your e-business competencies?



With regards to the possibility of utilising the PEACOC results in the future, we observe a variety of responses: 45% thought it highly likely, 30% likely, while 25% appeared not so sure about it.

Question 6: Which part of the event did you appreciate the most? Why?

The answers received from this open-ended question are as follows:

- "The Genie feature on the website was really interesting to see how was made and the personalised feedback it offers."
- "I found everything to be very interesting and up-to-date."
- "I really liked the website because it has all materials together and they are easy to access."
- "Everything was great and I especially liked the opportunity to socialise with others in the sector and also to learn about EU projects."
- "I liked the Genie and the Retention Service the most, because they are engaging and easy to use."
- "The Skills Retention Platform, because it seemed easy to register and use, and I really liked the way the modules are presented there in an interactive way."
- "The presentations were really interesting."
- "The training platform is easy to use."
- "I liked the Genie tool as I have never seen such a practical tool before."
- "I appreciated the innovative approach and the work that has been put into the materials."
- "The speaker was very engaging and with good knowledge of the project!"
- "Demonstration of Genie was very interesting and helpful."
- "The skills retention service looked intriguing, and I really enjoyed the visuals."
- "The demonstration of the tools."
- "The presentation is clear and effective."
- "The presentation of the Skills Retention Service."
- "I liked that the modules were presented, even shortly, because it gave me an idea of what the course is about."

- "All presentations were very interesting and useful, and I liked that the speaker seemed to have a deep knowledge of the project."
- "I liked everything, and especially the presentation about the Genie and the Skills Retention Platform, very useful and innovative practices!"

Participants seem to have liked all aspects of the event and the project as a whole, while it is interesting to note that 25% of the respondents mentioned the Genie in their response, making us think that it is indeed a practical and useful tool that was created.

Question 7: Which part of the event did you appreciate the least? Why?

In this question we received the following responses:

- "None, I found everything very interesting."
- "There wasn't any."
- "None"
- "It didn't become very clear to me how people will learn and utilise this project in the future."
- "I would have liked more time to learn about e-Business."
- "I would like the genie to have a visual representation."
- "Nothing in particular."
- "There wasn't anything that I least appreciated."
- "I would appreciate a longer coffee break."
- "I would prefer a better setting."
- "Can't think of any."

In whole, most participants had very little to comment on aspects they liked least during the event, with most of them having to do with more time dedicated to certain results and further elaboration.

Question 8: Do you have any other comments?

In this question we only received the following response:

- "The difference between the training modules and the skills retention service was not clear."

6 Conclusions

In conclusion, the overall feedback received regarding the event and the PEACOC project has been very positive, with participants expressing high levels of interest and satisfaction with the event, project, and its results. The topics that were discussed seem to have met the expectations and needs of participants in a very high degree, while many participants expressed their interest in further using the project results and materials. The few suggestions for improvements and/or complaints made will be taken into account for the organisation of future events.



<https://peacoc.eu/>