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**SMARD**

**European Support Framework on Networked Media R&D for SMEs**

FP7-ICT-2007-7  
Coordination and Support Action  
Activity 1.5: Networked Media and Search Systems



Work Package 4:  
Dissemination

**Presentation of project results at min. 3 international conferences**

Due date of deliverable: January 2013

Actual submission date: 20 March 2013

Responsible Partner: MFG Baden-Württemberg

Start date of project: 01.09.2011

Duration: 19 months

## DOCUMENT HISTORY


<b>Project co-funded by the European Commission within the Seventh Framework Programme</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission)	
<b>RE</b>	Restricted to a group specified by the consortium (including the	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

## **PURPOSE OF THE DOCUMENT**

This document lists the presentations of project results at international conferences.

## 1. Presentation of project results in the framework of interactive workshop on NM R&D Commercialization at NEM Summit, Istanbul (16 October 2012)

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# 2013 NEM Summit

Implementing Future Media Internet towards New Horizons  
Maximising the global value of Content, Media and Networks

October 28-30, 2013  
Nantes, France

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[Home](#) > [Past Events](#) > [2012 NEM Summit](#) > [Agenda & Presentations](#)

## Agenda & Presentations

Tuesday, October 16

14:00	NEM General Assembly - Call 10 Information Session (Room : Grand Ballroom 1)
14:00	Workshop "Interactive workshop on Networked Media R&D commercialisation" (Room : Christopher Columbus) Moderated by <b>SMARD project</b>
18:30	Welcome cocktail

[Welcome address](#)


Mehmet Turgut, Photograph artist

[Musical performance](#)


Avea GarageBand

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Registration



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## 2. Presentation of project results at European Agency Knowledge Exchange Event organized by Karim Project, Brussels (28 February)

																	
<h3>European Agency Knowledge Exchange Event - Brussels</h3> <p>28<sup>th</sup> February and 1<sup>st</sup> March 2013 - Office of the Ile de France Region, Brussels</p> <h4>AGENDA</h4>																	
Day 1		Thursday 28 <sup>th</sup> February 2013															
10.00 – 11.15		Registration and Welcome Coffee and distribution of delegate packs															
11.15 – 11.30		<b>Introduction</b> Françoise Chotard and Serge Gadebois <b>Presentation of the Agenda and objectives of the meeting</b> Dr Phil Leigh (LUMS, UK) and Dr Doris Kirschner (PRICE, Paris)															
11.30 – 12.15		<b>Presentation of the main challenges of Horizon 2020</b> Cédric Daumas, Chargé de mission (Office of the Ile de France Region, Brussels)															
12.15 – 13.00		Networking lunch															
13.00 – 14.20		<b>Module 1: Break barriers - Think creative</b> Creativity management in SMEs from different cultures. How to integrate creativity management to improve competitiveness? Speaker: Dr Victor Scholten (Delft University of Technology, The Netherlands)															
14.20 – 15.45		<b>Module 2: Management of human resources in collaborative projects</b> Working in transnational teams / transnational teambuilding issues "Why collaborate transnationally? How to drive HR management for project delivery?" Speaker: Anthony Fremaux (Ligamen, France)															
15.45 – 16.00		Coffee Break															
16.00 – 17.15		<b>Module 3: Business Models and Market-Making</b> Building the connection between technological capabilities and value-generation and Capture. Speaker: Dr Martin Spring (LUMS) plus SME testimonial															
17.15 – 18.30		<b>Module 4: Innovation Eldorado – Overseas Universities</b> Accessing and commercializing technology from overseas universities "How to find partners, how to collaborate?" and learnings from the SMARD project Speaker: Professor Michael Gilchrist (UCD, Dublin, Ireland) and Martin Cremer (MFG Baden-Württemberg, Stuttgart, Germany)															
18.30 – 19.00		<b>Networking Cocktails</b> Opportunity for delegates to outline in an open forum their agency work															

### 3. Presentation of project results at SMARD Final Conference in the framework of Heidelberg Innovation Forum, Heidelberg (20 March 2013)

09:00 – 09:15 Challenges of Technology Transfer in European Research	Dr. Jürgen Jähnert (MFG)
09:15 – 09:45 Bridging the Gap Between Research and Innovation	Viorel Peca (DG Connect, European Commission)
09:45 – 10:00 RDI Needs of SMEs in the Digital Media Industry and the Web Economy	Robert Eckhoff (Salzburg Research Forschungsgesellschaft)
10:00 – 10:15 Coffee Break	
10:15 – 10:45 Strategic Roadmap Towards Better Exploitation of EU Research Outcomes	Sven de Cleyn (iMinds) Michela Pollone (CSP - Innovazione nelle ICT)
10:45 – 11:45 Panel Discussion on RDI Commercialization in the Digital Media Sector	Facilitator: Dr. Jürgen Jähnert (MFG) Viorel Peca (DG Connect, European Commission) Peter Stollenmayer (Eurescom) Thierry Baujard (Media Deals) Prof. Dr. Helmut Wittenzellner (Stuttgart Media University)
11:45-12:30 Keynote: Venture Capital – The US Perspective	Laura Kilcrease, Triton Ventures