Tapolca Municipality Business Advisory Centre (BAC): Course Programme (draft) for one-day awareness-raising workshop

This document describes a plan for an 8-hour workshop for municipality staff to better understand, and facilitate for, entrepreneurship and business development in and around Tapolca.

**Target group:**
- Employees in the municipality with a link to the Business Advisory Centre, working directly with entrepreneurs/local businesses
- Other employees in the municipality

**Learning outcome (to be defined):**
- Be aware of key challenges for entrepreneurs (business strategies, economy, staff, networking, innovation...)
- Gain knowledge of specific conditions for SMEs in and around Tapolca
- Develop learning tools to facilitate ... (?)
- ...

**Settings / framework conditions (to be defined):**
- One day (8 hours including breaks/lunch)
- Blended learning (face to face and online)
- Around 10 participants (?)
- ...

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**Two weeks before the workshop**
- Practical information and motivational trigger to all participants, including excerpts from interviews with entrepreneurs and municipality workers.
- Individually preparatory task: Interview an entrepreneur and prepare a “Pecha Kucha” or a 5-7 minute "personal story" of the entrepreneur (interview and presentation template provided)

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**One-day workshop (8:00-16:00)**
(Practical organisation of training room)

1. Introduction (8:00 – 8:45)
   a. Introduction to the day – programme

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b. Presentation of the participants: Get to know each other in new ways (quiz game)

2. Facing local entrepreneurship – Part One (8:45 – 9:45)
   a. Presentation of entrepreneur stories by the participants (ref. preparatory tasks)

   Short break.

3. Facing local entrepreneurship – Part Two (10:00 – 11:00)
   a. SWOT analysis (strengths, weaknesses, opportunities and threats): Entrepreneurship in and around Tapolca. (Group work)

2. Facing entrepreneurship – Part Three (11:00 – 12:00)
   b. Online or paper based Multiple Choice (two and two reflecting/discussing together)
“To me, entrepreneurship is creating something, nurturing and leading it. It is a labor of love, guts and hard work. There is more to it, and you will grow more than you could ever imagine. But it is not easy, and the road can be windy!”. Rosie Pope, founder of Rosie Pope Maternity.

3. Lunch break (12:00 – 13:00) at the food market

4. Building a toolbox for the Business Advisory Center (BAC) – part One (13:00-14:00)
   a. Short lecture: The importance of collaboration and networking
   b. Experiences, strategies and tools from Norway
      i.  Entrepreneurship Plan and its Evaluation in Norway
      ii. Young entrepreneurship
      iii. Innovation Norway
      iv. “Take me home”

5. Building a toolbox for the Business Advisory Center (BAC) – part Two (14:00-15:00)
a. What kind of services and activities should BAC offer entrepreneurs/SMEs?

The Individual – Group – Plenum method (IGP)¹ to get proposals/ideas, and give priority to them.

6. Future Tapolca – the BAC in one year and in five years from now (15:00-16:00)

a. What should the BAC be in one year from now and in five years from now? How can the input from today’s workshop (the previous points above) be used to obtain these visions /scenarios?

b. Develop a schedule / progress plan for the BAC first year

c. Closing the work-shop. Evaluation – how has the day been? What should be the next steps? Follow-up.

¹ The IGP method is a reflection tool in three parts: First individual work, thereafter group work and finally in plenum. The participants work (or think) individually (I) in a few minutes while they note their views on a sheet or as keywords on adhesive sticky notes. Then the group takes one round (G) where all participants present and give the reasons for their thoughts while they note their points or arguments on sticky notes/on a flip-over. The group could here agree on some points which they present and discuss in plenary session (P) to sort or to rank their experiences. The method is particularly useful to quickly provide a wide range of factors.
7. Dinner and socialising (in the evening)

Follow-up

After one month: A retrospective perspective on the work-shop and the plans. What is the state of affairs? Adjustment of plans.