



## D 6.6 Strategy for open door days as training dissemination event

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Abstract	Strategy for open door day at the WBC Universities as training dissemination event
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## CONTROL SHEET

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## CONTENT

<b>1. The purpose of Open door day.....</b>	<b>3</b>
<b>2. Who will be invited and how .....</b>	<b>3</b>
<b>3. Invitation letter and Agenda .....</b>	<b>6</b>
<b>4. Training aspects of this event .....</b>	<b>8</b>
<b>5. Dissemination aspects of this event.....</b>	<b>9</b>
<b>6. Evaluation .....</b>	<b>9</b>
<b>7. Annexes.....</b>	<b>10</b>

## 1. The purpose of Open door day

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Open door day is an important event for those who have some connection with the University, for those who want to have a connection with the University, and for everybody else. Truthfully, today everybody has some connection with the University whether they are aware of it or not.

This event is an opportunity for the University to present its efforts and accomplishments in:

1. Education (to make a presentation on levels of studies, study programs and teaching personnel),
2. Research (to demonstrate laboratories, research subjects and objects and to present laboratory staff) and
3. Business (to public companies established at the University and employment vacancies).

Open door day at the Universities is, by its name, open for everyone (present and future students, parents, children, pensioners, workers, directors, assistants, foreigners, etc.).

## 2. Who will be invited and how

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Promotion of this event will be made as:

- Short promotion movie and advertisement – to be played at the regional and local TV and radio stations,
- Posters – placed on the University, schools, libraries and government facilities in the region and other interested places throughout the city,
- Flyers – will be shared at post offices, banks, buses, students' organisations, crowded streets, etc.
- Facebook and Tweeter campaigns.

Organisation of Open door day will be led by Business Support Offices, in cooperation with Marketing offices of the Universities (if any) and volunteering students' organisations. They could prepare short promotion movie and advertisement and send it to the TV and radio stations, send special invitations and coordinate all other promotional activities.

Motto of the Open door days at the Universities can be (proposals from SCM members):

1. Open the door of your life!  
(Otvorite vrata vašeg života!)
2. Be informed and follow trends with us!  
(Budite informisani i pratite trendove zajedno sa nama!)
3. Step into the new dimension of your career!

(Zakoračite u novu dimenziju vaše karijere!)

4. Be informed and cooperate with us  
(Informišite se i sarađujte sa nama!)
5. Discover the innovation potential of our University!  
(Otkrijte inovativni potencijal Univerziteta!)
6. Open door day. Success doesn't come to you. You go to it! Get information on study programmes, research and innovative potential of the University, business cooperation opportunities, etc.  
(Otvorena vrata. Uspeh vam neće sam doći, morate ići prema njemu!  
Informišite se o studijskim programima, o istraživačkim i inovativnim potencijalima Univerziteta, o vidovima poslovne saradnje)
7. Open door day. Success doesn't come to you. You go to it! Get information on:  
If you are future students: study programmes and research potential of the University  
If you are an entrepreneur/innovator: research and innovative potential of the University and business cooperation opportunities.  
(Otvorena vrata. Uspeh vam neće sam doći, morate ići prema njemu!  
Informišite se:  
Ako ste budući student – o studijskim programima i istraživačkom potencijalu Univerziteta  
Ako ste preduzetnik ili inovator – o istraživačkim i inovativnim potencijalima Univerziteta i mogućnostima za saradnju)

Each university can choose the one most appropriate.

Special invitations for this event will be sent to:

- Primary schools – with an objective to promote high education (University studies), science (research) and art within the youngest pupils,
- Secondary schools – to inform future students about levels of studies and study programs
- Companies – so they can collect information about present and future research results, to make contact with university personnel for future collaborations,
- Embassies – so they can pass the information to the future foreign students
- Important companies and significant individuals from the region.

During the Open door day Information desks will be placed at the University and/or its participating faculties. These desks will provide program, information and help for the visitors.

Registration for Open door days will not be required.

Most of events, including faculty tours, do not require booking.

A few events, such as some of those with laboratory staff may require advance booking. Further details will be provided additionally prior to the event. Very busy events may only have places available for students, not for parents or companions as well. Those who are unable to attend events in faculties and departments are always welcome to visit information desks at universities.

#### Disabled visitors

Anyone with mobility impairment may ask for help at the information desks.

Details of the Open door days will be available at the BSOs', Universities' and faculties' websites from April of this year, as well as on the [WBCInno project website](#).

### 3. Invitation letter and Agenda

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Template for the Invitation letter for the Open door day at the University of Novi Sad  
(every WBC partner university will adjust this Invitation letter to its own data):



## Invitation

for the Open door day at the University of Novi Sad

# Open the door of your life!

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University of Novi Sad invites all pupils, present and future  
students, children, pensioners, workers and all others to present  
to the Open door day at the University of Novi Sad.

Come to entertain, educate and inform yourself.

30<sup>th</sup> May 2015  
Friday  
From 10 AM to 5 PM

University of Novi Sad  
Rectorat, Ceremonial hall  
Dr Zorana Đinđića 1

Open door events will have the following structure:

- University tour (one),
- Faculty tours (one for each faculty),
- Department tours,
- Research demonstration (at least 6 best research groups will show their most recent and most interesting research),
- Laboratory presentation (at least 6 most equipped laboratories will show its equipment, working space, personnel, prototypes, etc.).

Each University will open the door for a University tour. This tour will present University structure (faculties, institutes and centres), space (campus, buildings and locations), possibilities (levels of studies) and approaches (theory vs. practice).

Faculties, departments and laboratories will open their doors, as well. Each department will choose presentation type which suits its nature the most. Laboratories will present their most significant research, equipment, possibilities and personnel.

A number of talks will be held during the Open door event. Talks will be presented by significant and successful University lecturers.

Example of an Open door day Agenda and the types of events which will be taking place are given in the Table below.

## Agenda

Time	Event	Location
<b>10:00 – 11:00</b>	University tour	Main University building, Conference hall
<b>11:00 – 11:30</b>	Faculty tours	Main conference hall of the Faculties
<b>11:30 – 12:00</b>	Department tours	Department halls
<b>12:00 – 15:00</b>	Training events	Through the campus
<b>15:00 – 17:00</b>	Laboratory visits	At the Laboratory space




## 4. Training aspects of this event

Presentations of the departments, centres and laboratories will be conducted in the manner of workshops, demonstrative lectures and practical games. Each University will have its own interesting lectures adapted to its expertise.

### Example of some training topics at the University of Novi Sad:

Natural sciences	• Meet wild animals	• Power of Earth	• I as Isaac Newton	• My beak – my rules	• Making phantasy	
	A 	P 	A 	A 	A 	
	Engineering	• Talking with robot MARKO	• Origami in architecture	• Juice machine	• Good vibrations and noise	• Virtual 3D models
		A 	A 	A 	A 	A 
		Social sciences	• How to search the language	• Children in the Assembly	• Do you have a twin?	• Simulation of a crime
P 			A 	A 	A 	A 
Medicine			• Lung machine	• Baby is coming	• World on the palm	• From experiment to medicine
	A 		A 	A 	P 	A 
	Technology		• Magic of fruit	• Power molecules	• Under the magnifying glass	• Get closer to the nature
		A 	A 	A 	A 	P 

Legend:

Nature of the training:		Place of the training:	
<b>A</b>	Active lectures, workshops, games, etc.		Classroom
<b>P</b>	Passive lectures		Laboratory
			Outside



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## 5. Dissemination aspects of this event

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This event will be covered by local media (radio, newspapers and TV). Short promotion movie and advertisement will be played at the regional and local TV and radio stations. Event banner will be posted at the web-sites of University, Faculties, BSOs, Tweeter and Facebook event pages. Flyers will be shared at post offices, banks, buses, students' organisations, crowded streets, etc. Posters will be placed on the University, schools, libraries and government facilities in the region and other places of interest through the city.

Brochures and other promotional material of the universities and its faculties will be shared at the University and Faculty tours.

Promotional material of the WBCInno project will be shared to the participants.

Catalogues of research and innovation potential of WBCInno Universities (publication of the WBCInno project) will be provided for Companies representatives and other interested parties.

For foreign visitors promotional material (flyers, brochures, etc.) will be distributed in English.

Workshops and lectures will have interested promotional material (laboratory samples, photos, descriptions, etc.).

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## 6. Evaluation

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Evaluation of the Open door day at the Universities will be conducted through the Questionnaire of contentment (Annex 3). The Questionnaire will have three sections. First, it will include the list of target groups with fields/boxes to be checked by visitors in order to get the information on their structure. Apart from this, the Questionnaire will include common questions to assess the satisfaction of visitors, divided into general questions and questions for companies' representatives.

Visitors will get this questionnaire at information desks.

Each University will then conduct an analysis of collected questionnaires and present its results in the Report, answering the following questions:

- How many people are satisfied with the event?
- How many people thought that event was interesting?
- How many people thought that event was educational?
- How much they learned about University?
- How much they learned about education?
- How much they learned about research?
- How much they learned about business?
- How many students want to enter University?
- How many companies want to collaborate with the University research centres and groups?
- How many companies want to collaborate with companies at the University?
- How many people will recommend this University to others?
- Etc.

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## 7. Annexes

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Annexes of this document are:

- Annex 1 – Information letter template
- Annex 2 – Template for the Agenda
- Annex 3 – Evaluation form template

These annexes are integral parts of this document. Every WBC partner university will adjust these documents in accordance to its data.