



SVC Dissemination

Exploiting eLearning products and services after 2007



Market your Products and Services!

How to identify opportunities for further marketing?
How to check if dissemination makes sense to you?
How to design an attractive offering and how to negotiate?

Workshop: Thursday, June 14th, 2007 International Bureau of the Universal Postal Union, Berne

The aim of the Swiss Virtual Campus workshop is that eLearning products will continue to be successfully used (after the end of federal program funding) within higher education and be made available to further interested users such as foundations, enterprises or other organisations.

In this workshop eLearning lecturers and competence centers will learn:

- to identify actors outside of their institution with a demand for their products and services (such as enterprises, foundations etc.),
- to check if it makes sense to offer their products and services to these actors,
- to make an attractive offer and to negotiate with interested parties.

SVC Dissemination

The workshop is part of the SVC initiative SVC Dissemination:

- 'Deployment and maintenance' (first workshop) (April 16th, 2007, Berne)
- Public Event (October 15th, 2007, Bea Expo, Berne).

More information and the documents of the first workshop on our website www.swissvirtualcampus.ch

Workshop Location

The International Bureau of the Universal Postal Union, Berne
Weltpoststrasse 4, CH-3000 Bern

Workshop Fees

The participation of team members of SVC-projects and CCSP is free. Registration is necessary.

Non-SVC members: CHF 150,- / EUR 100,- per workshop.
Registration is necessary.

Application

Please apply online on our website www.swissvirtualcampus.ch
or by eMail: svc@crus.ch

Deadline for registration

June 11th, 2007

Contact

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Swiss Virtual Campus
A FEDERAL PROGRAM OF THE SWISS
INSTITUTES OF HIGHER EDUCATION



SVC Dissemination, Workshop 'Market your Products and Services!'
Programme, Thursday June 14th, 2007

10.00	Arrival, coffee & cake	
10.30	Welcome	Prof. Dr. Marcel Jufer EPFL, President Steering Committee SVC
10.40	Review first Workshop Overview	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Christian Hohnbaum Coordinator SVC
10.55	SWAP^{CH} – The Swiss E-Learning Hub New platform for the national and international exchange of eLearning products and services (product database, repository, public event)	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Dr. Rolf Brugger SWITCH, Project Manager eLearning Services
11.15	Market research How to identify possible target groups? Presentation, workshop, questions, discussion	Werner Reimann, Senior Research Consultant DemoSCOPE
12.30	Networking Lunch	
13.45	How to write a business plan? Presentation, workshop, questions, discussion	Business senior UBS (t.b.c.) Prof. Dr. Urs Gröbriel FHNW, Prof. for Information Management
14.45	Coffee Break	
15.15	Advertise your product and negotiate with enterprises Presentation, workshop, questions, discussion	John Allen Head of Learning and Training Business Excellence, Nestlé
16.45	Wrap-Up, next steps	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Christian Hohnbaum Coordinator SVC
17.00	Apéro	