



PIM9204

Seminar on Business Innovative Management
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Ph.D. Business Administration

PIM9204 Semester 1/2567

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Academic Activities Seminars & Conferences

ELSA: The European Law Students' Association
The distinction between AA and S & C

AA : 1 Consists of programmes

2 Less on active

S & C : 1 Aim events aim to give participants opportunity to learn and discuss different topics.

2 More participation & point of views

Activities

1. Lecture
2. Panel Discussion
3. Seminar
4. Conference

5. Study Visits Unilateral : 1 $\longleftrightarrow$ 1
 Bilateral : 2 $\longleftrightarrow$ 2
 Multilateral : Many $\longleftrightarrow$ 1
 Many $\longleftrightarrow$ Many

(Minimum 5 participants per group)

6 Institutional visits

Organizing an S & C Event

The Research Stage Planning Thinks about

1. Resources Human & Financial (Can I make it happen?)
2. Assignment & Target group (What, When, Why?)
3. The objectives (What in the goal?)
4. Options (Brainstorming)

5. The best option (make sure that everybody knows what was decided and everybody is comfortable with that)

6. Your plan (plan the whole process from the research stage to evolution)

7. Steps of the process
(Set middle Deadlines)

*Remember to always think of Plan B

when something unexpected comes up and ruin Plan A

Steps to success



1. Creative a team on how to share the responsibilities

A Head of Organization Committee

B Responsible for Academic Program

C Responsible for social & Culture

D Treasurer



E Responsible for Marketing

F Responsible for Fundraising

G Responsible for Logistics

H Responsible for Participants

2. Planning meeting

- nice place
- more time
- more tools (program / app / social media)
- all the stages make event before/during and after first tasks and deathliness

3. What subject to choose for the event?

- Innovation Management
- IOT
- Digital Era.
- Competitive Advantage



- BI
- Entrepreneur
- Hot current issues
- Strategic Management

Steps to success



4. To whom do we address our project?

- College
- Professor
- Stake holder
- Entrepreneur



- Businessman
- Alumni
- Etc.

Steps to success



5. The date of the event

6. What is the venue of the event ?

- Easy to use
- Easy to organize
- Easy to transport
- Easy to equipment

IV The Planning and Organizing stage

1. The academic part

2. Marketing

The most important promotional tools are

A Logo

B Posters

C Fliers



D Online Promotion (Social Media)

E Event Material

F Budget

G Gadgets

Social Programme



Sharing free time the participants can get to know each other new things. (The more events tour, party, club, → sauna, dancing, ...)

Finances

A Budget

- Sponsors
- Partners
- Participant fees
- University
- etc.

B Account

Fundraising



Sales action

1. Preparation
2. Approaching
3. Negotiation
4. After sales

Risk management for possible problems

Do not panic, stay calm, and focus on solving the problem

Risk

1. Cancellation of participants in last minute.
2. Participants not showing up
3. Lost participants
4. Last minute cancellation of a lecture
5. Dabble – booked room during the event
6. Delay of lecturers or participants coming late to the meals / changer in the programme

Evaluation

1. Certificates, Thank You letters and reports
2. Evaluation form
3. Participants Evolution Form
4. Academic outcome
 - Academic paper publish
 - Magazine Synergy



“all different, all together Slogan ELSA”

“Innovation Management
Ph.D. student Association”

Communication



1. Mailing lists

2. Facebook

Q & A





THANK YOU!



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