

BHL-Europe Annual Review Meeting

7-10 June 2011, Meise, Tervuren

Business Plan Workshop – 9 June 2011, 13:30-16:00

Agenda

13:30-13:35 – Introduction and goal of the workshop

13:35-13:40 – Summary of D1.5

13:40-13:50 – Overview of the BHLUS & Global BHL business strategies

13:50-14:00 – Europeana business strategies & lessons learned

14:00-14:30 – Environment Scan (facilitated by Lizzy Komen)

14:30-14:50 – Value proposition (D1.5) - review and amendments

14:50-15:20 – Assign values and objectives to business strategies of D1.5

15:20-15:35 – Marketing plan - brainstorming

15:35-15:55 – Funding options: project ideas, partner commitments, contribution fees

15:55-16:00 – Wrap up & next steps

Participants: Henning Scholz, Lizzy Komen, Patricia Mergen, Martin Kalfatovic, Patrick Grootaert

