

## **BHL-Europe Content Provider and Technical Meeting**

**30 November - 3 December 2010, London (Natural History Museum)**

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### **Business Plan Workshop – 2 December 2010, 13:30-17:00**

#### **Agenda**

13:30-13:45 – Introduction and alignment with WP4 for D4.3

13:45-14:00 – Short report from Europeana: business development procedure, lessons learned

14:00-14:30 – 1<sup>st</sup> brainstorming: where are we now, where do we want to be, what do we want in the documents (D1.5, D4.3) – see also 3.0.1 in the attached draft D1.5 document

14:30-15:00 – Preparation for SWOT-Analysis and/or Value Proposition / Business Model brainstorming – see also 3.0.2 / 3.0.3 in the attached draft D1.5 document

15:00-15:30 – Coffee Break

15:30-16:00 – SWOT-Analysis and/or Value Proposition / Business Model brainstorming – see also 3.0.2 / 3.0.3 in the attached draft D1.5 document

16:00-16:45 – Specification of Table of Content – see also 3.0.4 in the attached draft D1.5 document

16:45-17:00 – Identification of responsibilities / Workgroup for writing the document

**Suggested participants:** Nancy Chillingworth, Annette Friberg, Graham Higley, Lizzy Komen, Patricia Mergen, Henning Scholz, 2-3 content providers, more are welcome (in particular if we do brainstorming exercises)

