



## Projekt BTinSME: Exploitation Plan of BFW Nürnberg

The BFW pursues with the work and results of the project BT the same goals like with all other European funded projects:

- Enlarging the portfolio of high quality qualification measures for companies etc.
- Improving the quality of already existing courses.
- Having benefited from the experiences of other vocational education service provider in other countries and contexts.

The results of the project BT (papers, concepts, methodological approaches etc) will build a new part of offering for companies. Because in the very first time after finishing the project there is no need to rebuild the curriculum we would adapt the material to the situation of future customers.

The first task is to implement the new measure in the portfolio and making a good publicity for it. This requires certain activities:

- Calculating the costs for the BFW and pricing the offer for customers. The base for the calculation are the daily wages for instructors (BFW-intern) or trainers (BFW-extern) as well as the daily rate and the costs for rent, equipment, etc. The pricing has to regard to the market-situation. Different strategies are possible. This will be the task of the marketing- and the product-management. The decision depends on the situation after finishing the project. In this early stage of work only glimpses are possible.
- Preparing the offer for customers. The most important point here is the question of the number of participants. There are three possibilities to hold the courses in a way that brings profit:
  - Coaching: with single persons or a very small number – only up to four. This means a very close assistance for every participant and dealing with very special situations in detail.
  - Workshop: Working with small groups – from five to eight or ten. Assistance for every participant is possible but general topics are sometimes necessary to show solutions and provoke transfer.
  - Seminar: A group of participants up to sixteen. Here topics are mainly discussed in assignments with a general view and in group work.

- Implementing the new offerings into general marketing activities of the BFW. This means printing a brochure to inform the public, informing the sales agents about the new product, presenting the offer on the homepage of the BFW.
- A very special point is the question if there are other people to qualify so that they are able to deliver the new product in companies.

After finishing the project one member of the staff of BFW has the qualification and expertise to give courses. This requires the qualification more persons in the topics of BT. That happens in different ways:

- Team-teaching: The new instructor is present in lessons and gains more and more expertise in this field.
- Giving lessons for the new instructors.

Another question is to involve external trainers to holding the complete course. In this moment there are no reasons for the BFW to do so. This does not mean to exclude external experts, e.g. lawyer, consultant etc. If it is useful and necessary – e.g. one situation is better to discuss with an external experts – she or he will be hired.

- Implementing the new offering into special marketing and publicity-activities of the BFW. We have certain net- and platforms to inform interested stakeholder (companies etc.) and the public. An example: we are doing since a couple of years a biannual event in the same way: the „BFW Forum“. Concentrating on one interesting and important topic we invite companies and other people who are interested in this topic. At the event we give addresses and speeches etc. to inform the audience in general about this topic and inform them in special about our activities concerning this topic. The event lasts from four to six hours and the audience is between 40 and 150 people. One topic can be BT.

The BFW also concentrates on workshops with companies. This is a smaller format and the topics are questions from the audience which are dealt with during the event. The task is not (only) to inform but finding solutions for certain questions.

The first activities are to implement the developed material and methods of the project into the practice. This is a short term perspective and if one is forced to set a timeframe it would depict the situation for the first year.



After this first implementation phase you may expect further development of the material and the methodological approach. There are two fields of possible development:

- Referring to situations and requirements: The content and the organization of the offering change due to the wishes of the customers or because we like to meet needs of future customers. Only to give some hints: It is possible to combine the content with other topics and measures, e.g. with health prevention and management – one specialty of the BFW. Or to change the organization due to cooperation with other institutions etc.
- Referring to a general and systematic effort to develop the results. Again some possibilities are thinkable. One example can be to collect the previous experiences and build a new project together with the previous partners.