INFUSSE

dIgital eNtrepreneurial Skills For UniverSity Education

COOPERATION PARTNERSHIPS (KEY ACTION 2)

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Activity	**INFUSSE | Enhancing Digital Entrepreneurship - Multiplier event**
Deliverable lead	UoM
Version	Final Deliverable
Authors	UoM
Abstract	The present report summarizes the actions that took place to organize and promote the INFUSSE multiplier event. Also, it sheds light on the event's agenda and outcomes.

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INTRODUCTION

The multiplier event **INFUSSE | Enhancing Digital Entrepreneurship** was organized under the INFUSSE project to present the results of the INFUSSE project to the public, industry, trainers/educators, and students. INFUSSE is a research project, involving 6 organizations from 3 countries, including 3 HEIs (UoM, UMFST, CUE) and 3 respective innovation support bodies related to innovation, business development and support, knowledge transfer, start-up networks, innovation and entrepreneurship (KiNNO, ICEBERG, CREATEHUB).

The multiplier event was led by University of Macedonia in collaboration with an external marketing agency to ensure the quality of the event, and we also managed to reach a large number of participants.

The present report is structured to present the details of the multiplier event (target group, event structure, and general information). In addition, it sheds light on the promotion and dissemination activities that took place before, during, and after the multiplier event. A subsection is dedicated to social media analytics listing the performance and results of the social media promotion activities. Finally, some general conclusions are presented.

Multiplier event

The multiplier event of the INFUSSE Project called **INFUSSE|Enhancing Digital Entrepreneurship** took place on the 19th of January 2024 at the premises of the Alexander Innovation Zone, and lasted 8 hours from 12:00 until 19:00. The event is considered an esteemed gathering centered around fostering innovation and enhancing digital entrepreneurship within the educational landscape. This event serves as a pivotal event for the convergence of diverse stakeholders invested in the advancement of digital entrepreneurship skills in education.

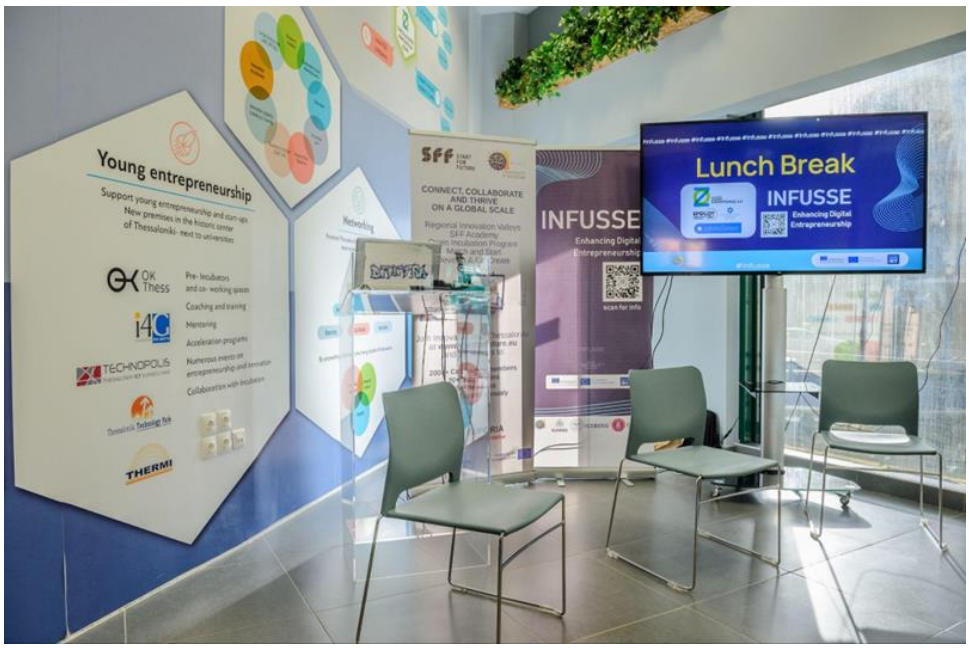


Figure 1: INFUSSE | Enhancing Digital Entrepreneurship venue.

The event was designed to comprise dynamic components, including the presentation of project results, engaging panel discussions, invigorating pitching sessions, and invaluable networking opportunities. Notably, the spotlight was illuminated on the four best projects from the transnational virtual incubation program. Therefore, the objectives of the event are:

- To help young people who want to take their first step into the entrepreneurial world, without specific digital skills.
- To shape the next generation of entrepreneurs by providing knowledge about the economic and social factors that lead to successful and sustainable start-ups.
- To enable young entrepreneurs to become more socially aware, understand opportunities, and be able to exploit them to achieve their goals.
- Activate flexible, rapid response mechanisms for HEIs to manage crises through entrepreneurial thinking and the use of digital tools.

- To provide expertise and practices to teachers and other trainers on digital tools that can enhance the work of teaching.
- To enhance interaction and dialogue between all stakeholders.
- To create networking opportunities that can lead to collaborations and the development of the local ecosystem.

The event was organized by UoM assisted by a marketing agency that was responsible for the event's promotion and dissemination, logistics, etc. Furthermore, the marketing agency was responsible for sourcing and coordinating event volunteers who provided organizational support during the registration, and panel discussions. On the other hand, partners were asked to participate in the event by presenting the methodology, pitfalls, lessons learned, and policy recommendations of their leading PRs. Finally, they were asked to recommend participants for the panel discussions and coordinate the discussions.

Audience – Target Groups

The event is tailored for a diverse audience as it is aiming to reach 60 local participants and 30 foreign participants. This goal was fulfilled, and the event reached in total of 165 participants, of which 132 were local participants and 33 foreign participants from Poland, Romania, Croatia, Cyprus, Serbia, and Italy. The event was open to the public and was targeted to attract audience who wanted to learn more about the business opportunities offered in Thessaloniki and Internationally. More specifically, the audience of the event was:

1. Trainers
2. Educators
3. Students or Graduates
4. Higher education institutions (HEIs)
5. Policymakers
6. Entrepreneurs and professionals
7. Business incubators
8. Investors, business angels, VCs
9. Public authorities

The event was attended by representatives of public bodies such as the Alexandria Innovation Zone, the Central Macedonia Region, and the Thessaloniki Chamber of Commerce and Industry, representatives from Greek and international companies, representatives of incubators and entrepreneurship development programs, and academia from all over Greece.

Figure 2: Poster of the multiplier event.

Event Structure

As mentioned above the event lasted 8 hours and was segmented into 5 thematic fields related to key aspects of the project like the educational program to enhance educator's digital entrepreneurship skills (PR6), designing virtual national (PR7) and transnational incubation programs (PR8), and policy recommendations (PR9). In addition, as the project underlines the importance of transnational connections it was important for the organizers to shed light on the local ecosystem, the Thessaloniki Innovation Hub, and its connections with other more mature ecosystems.

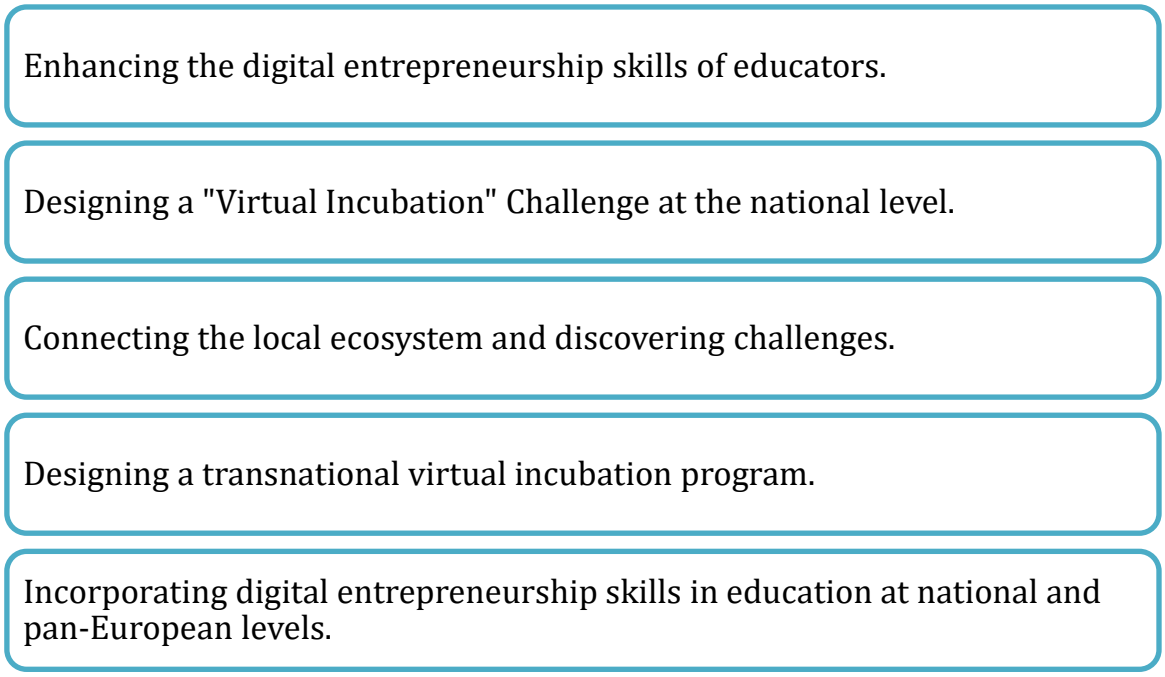


Figure 3:Thematic Fields of the INFUSSE Multiplier event.

Each thematic field had the following structure:

1. A 20-minute presentation to set the tone for the discussion but also to present the results of the INFUSSE Project. In total 5 presentations were conducted: 4 presenting the findings from PR6, PR7, PR8, and PR9, and 1 presenting the Thessaloniki Innovation Hub namely the local ecosystem.
2. A 5-minute Q&A session where the audience had the opportunity to solve questions.
3. A panel discussion with local and foreign participants from the industry and academic community. The panel discussion lasted approximately 30 minutes. During the event 4 panel discussions were designed with 13 speakers in the fields of technology, education, economy, and entrepreneurship.

Furthermore, a pitching session was held where the 4 best teams from the INFUSSE TRANSNATIONAL VIRTUAL INCUBATION PROGRAMME showcased their business ideas. This session was also an opportunity to attract a younger audience to participate in the event and interact with the local system. Following the presentation the audience was called to vote for the best idea. For this part of the event, the Kahoot platform was used.

1st Session: Enhancing the digital entrepreneurship skills of educators

The **Enhancing the Digital Entrepreneurship Skills of Educators** session is related to PR6 "Pilot test of the INFUSSE Educators' Training Path enhancing the digital pedagogical competencies of educators". The PR outcomes were presented by Elena Bunduchi who is Lecturer at "George Emil Palade" UMFST of Targu Mures. The presentation introduced a framework to

enhance educators' digital entrepreneurship curricula, focusing on hands-on experiences and real-life evidence while adapting to emerging entrepreneurial job pathways.

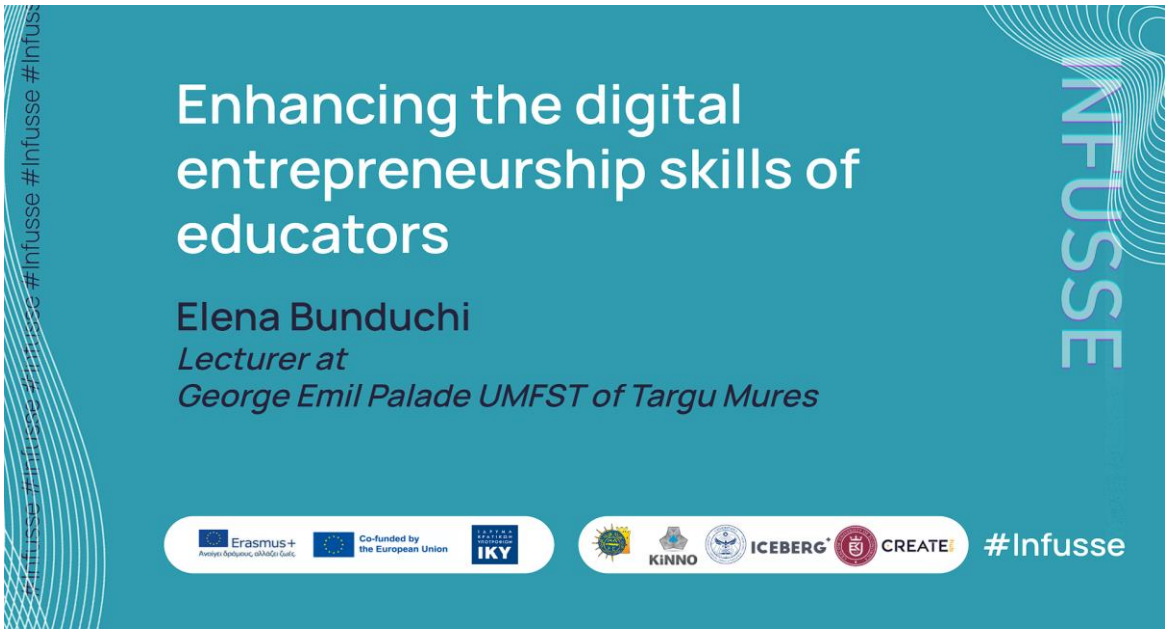


Figure 4: Session's presentation title and presenter information.

Following the presentation and the Q&A session, the panel discussion called **Advances in Digital Entrepreneurship for Educators** was conducted. The discussion was moderated by Elena Bunduchi and had 3 panelists (Prof. Katerina Sarri, Prof. Maro Vlachopoulou, and Prof. Daniel Stefan).

Figure 5: Panel discussion participants and moderator.

This discussion provided a platform for experts to delve into the transformative role of digital entrepreneurship in the field of education. This discourse highlighted the innovative ways educators leverage digital tools and platforms to enhance the learning experience, foster creativity, and prepare students for the evolving demands of the digital age. The discussion explored various facets of digital entrepreneurship, such as the integration of technology in curriculum design, the use of online platforms for collaborative learning, and the development of entrepreneurial skills among students. Educators are increasingly becoming key players in shaping a future where technology and entrepreneurship intersect in education. The panel also addressed challenges and opportunities, shared success stories, and discussed the evolving landscape of digital entrepreneurship in education, ultimately inspiring educators to embrace and harness the power of digital innovation for the benefit of their students and the education sector as a whole.

2nd Session: Designing a "Virtual Incubation" Challenge at the national level

The **Designing a "Virtual Incubation" Challenge** session is related to PR7 titled “Pilot test of the INFUSSE Virtual Incubation Programme for Digital Entrepreneurship at national level”. The presentation was performed by Magdalena Prorok, Lecturer at Cracow University of Economics who presented a way to replicate the virtual incubator model for other digital learning programs by incorporating online learning platforms and virtually designed training and mentoring sessions that foster synergies to develop creative and innovative digital concepts.

Figure 6: Session’s presentation title and presenter information.

The panel discussion of this session was moderated by Marius Apostu from ICEBERG+ and had 4 panelists (Mrs. Roula Bahtalia, Mr. Vyron Chrysovergis, Mrs. Pallavi Malhotra, Mr. Hatzisavvas Georgios) from industry, and incubators.

Figure 7: Panel discussion participants and moderator.

The panel discussion focused on "Supporting Digital Entrepreneurship Engagement" and explored the critical role of various stakeholders in fostering a thriving ecosystem for digital entrepreneurship. This dialogue uncovered strategies, initiatives, and collaborative efforts that can effectively support and engage individuals, businesses, and communities in the digital entrepreneurship landscape. Panelists discussed the importance of creating conducive environments, both in terms of policy frameworks and educational programs, to empower aspiring entrepreneurs to navigate the digital realm successfully. The conversation also investigated the significance of mentorship, funding opportunities, and networking platforms in nurturing digital entrepreneurship. Through the exchange of insights, experiences, and best practices, the panel provided valuable guidance for policymakers, industry leaders, and support organizations to develop holistic approaches that encourage innovation, creativity, and sustainable growth within the digital entrepreneurship ecosystem. The goal was to foster a collaborative environment that propels digital entrepreneurs toward success while addressing challenges and ensuring inclusivity in the rapidly evolving digital landscape.

3rd Session: Connecting the local ecosystem and discovering challenges

This session wanted to shed light on the local ecosystem and the efforts that have been made over the years to strengthen it. The presentation was conducted by Dr. Konstantinos Fouskas from the University of Macedonia. It was focused on connecting the **Local Ecosystem and**

Discovering Challenges session sheds light on the newly established Thessaloniki Innovation Hub by focusing on the importance of international connections with a well-established ecosystem that facilitates its expansion and its ability to overcome challenges. Even though this session does not present an INFSUSSE Project result, it is in line with the INFUSSE objectives that highlight the importance of collaborations and interconnections with foreign actors and ecosystems.

Figure 8: Session's presentation title and presenter information.

Following the presentation a 5-minute Q&A session the panel discussion titled **Thessaloniki Innovation Hub - Strengthening the Local Ecosystem** took place. The panel discussion was moderated by Dr. Konstantinos Fouskas from the University of Macedonia. A discussion with 3 key stakeholders (Mr. Stavros Mantzanakis, Prof. Panayiotis Ketikidis, and Mr. Cosmas Vamvalis) of the local ecosystem took place.

Figure 9: Panel discussion participants and moderator.

The panel discussion centered around the **Thessaloniki Innovation Hub: Strengthening the Local Ecosystem** which dug into the pivotal role of the innovation hub in fostering economic growth, technological advancement, and community development in Thessaloniki. The panel explored the multifaceted strategies employed by various stakeholders to bolster the local ecosystem, encompassing initiatives related to entrepreneurship, technology, and collaborative partnerships. Panelists discussed their efforts in cultivating a dynamic environment that nurtures startups, attracts talent, and supports emerging technologies. Additionally, the conversation touched upon the collaborative networks established by the Thessaloniki Innovation Hub, both within the local community and on a broader scale, to connect innovators, investors, and industry experts. Furthermore, the panel explored specific programs, incubators, and mentorship initiatives implemented to empower local entrepreneurs and drive innovation.

4th Session: Designing a Transnational Virtual Incubation Program

This session Designing a Transnational Virtual Incubation Program presents the outcomes of PR8 “Pilot Test the Transnational pillar of the INFUSSE Virtual Incubation Programme”. The outcomes were presented by Mrs. Olga Pachni Tsitiridou a Research Assistant at the University of Macedonia. The Transnational virtual incubation session proposed a transnational pilot training and learning program, virtually incubating digital entrepreneurial ideas. Participants were called to collaborate and co-create in a 3-day intensive program with dedicated pilot workshops, and demo day.

Figure 10: Session's presentation title and presenter information.

Following this session, a pitching session took place where the 4 best projects. The session were moderated by Dr. Konstantinos Fouskas, University of Macedonia. The finalists of the INFUSSE Virtual Transnational Incubation competition were set to dazzle with their innovative business ideas. They addressed real-world problems with a unique solution and showcased the massive market potential of the three countries combined. The winner of the competition that was voted by the audience was announced at the end of the event.

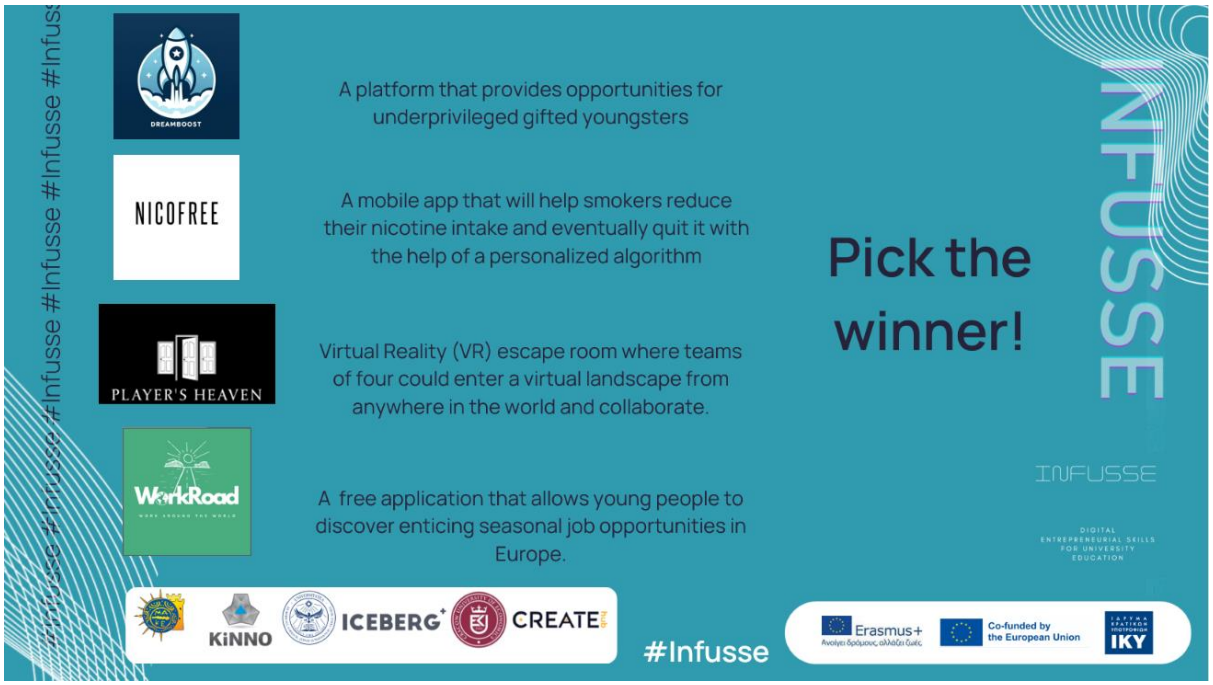


Figure 11: Pitching session participants.

5th Session: Incorporating digital entrepreneurship skills in education at national and pan-European levels

The last session began with a panel discussion titled **Thessaloniki Innovation Hub - Expanding the Local Ecosystem Abroad**. The discussion was moderated by Anastasia Sakkoula a Senior Researcher at KiNNO and had 3 panelists (Mrs. Pavlina Vujović, Mr. Antonis Argyros, Mr. Georgios Emmanouilidis).

Figure 12: Panel discussion participants and moderator.

The panel discussion investigated the strategies and initiatives offered to the Thessaloniki ecosystem to extend its influence and impact beyond local boundaries. The discussion explored how the Thessaloniki Innovation Hub is positioning itself as a global player, fostering connections, and collaborating with international partners to create a more robust and interconnected innovation ecosystem. Panelists shared insights from their experience and built bridges with global innovation hubs, attracting foreign investments, and facilitating cross-border collaborations. The conversation touched upon the role of Thessaloniki in promoting the region's startups and technology ventures on the global stage. This involved initiatives to showcase local talent at international events, establish partnerships with foreign accelerators, and facilitate knowledge exchange between Thessaloniki's entrepreneurs and their global counterparts. Additionally, the panel discussed challenges and opportunities encountered in the process of expanding the local ecosystem abroad, shedding light on lessons learned and best practices.

The session ended with the presentation **Incorporating digital entrepreneurship skills in education at the national and pan-European level**. The presentation showcased PR9 outcomes as PR9 deals with the Development of local and pan-European conditions to incorporate the INFUSSE Approach in the education systems, as well as in the recently launched Digital Education Action Plan. Marius Apostu a Business Consultant, Innovation and Technology Transfer expert from ICEBERG+ presented the policy recommendation session consolidated the experience gained throughout the deployment activities, and proposed a solid delivery mechanism for future exploitation, enabling access and hopefully taking up the outcome of the project.

Figure 13: Session's presentation title and presenter information.

Promotion and Dissemination

Both the leading organization and the marketing agency focused on communicating and disseminating the project utilizing projects' social media accounts on Facebook, Instagram, and LinkedIn and exploiting conventional means like press releases, sending formal invitations, promotion on TV, etc. Both conventional and modern means were utilized because the projects target group is quite diverse which means that in order to be able to reach them, the promotion and dissemination strategy should incorporate multiple channels. Promoting and communicating an event is a major challenge as the message needs to be clear and direct to attract audience's attention and trigger their interest to participate. In addition, it will ensure that the predefined KPIs (60 local participants, and 30 foreign participants) will be reached.

Despite the diversity of our community, we needed to ensure that there was a common identity and that the event was recognized and understood by all. Therefore, the marketing agency proposed a color palette that is in line with the INFUSSE logo. Furthermore, a detailed marketing strategy was developed that included online and other channels, such as:

- Posts on the Event's social media
- Email marketing
- Public TV promotion
- Posters
- Press releases
- Formal invitation (for speakers and partners)
- Media kit to be used by panel participants to invite and promote the event
- Informative promotional material (event agenda)
- Social media advertising

Targeted content was created for the above channels, including graphics, video, and promotional material to effectively communicate the message and value proposition of the event. More specifically:

- Events were created on social media (Facebook and LinkedIn) including all the necessary information. These events were utilized by partners to invite their network and expand the reach of the event. In social media platforms like Instagram that do not support the creation of an event an announcement was made, and the registration link was published on the profile bio.

- For the event registration, an online ticketing platform was used. More.com was utilized to facilitate attendee registration while providing us with a metrics index of attendees and systematically collecting participants' personal information.
- Complementary to More.com two more platforms were utilized to directly communicate with participants, share updates, and inform them about changes (like the location change). More specifically, we used the Mailjet platform to send an informative newsletter to inform participants about the new venue (Alexandria Innovation Zone). The initially booked venue at the University of Macedonia was not available because the campus was closed by students. Additionally, a few hours before the event, a reminder SMS message was sent to all registered users through the platform SMS box.
- Targeted and informative marketing emails were sent to registered attendees and partners to provide updates such as event location changes (location, reminders, final agenda, and more).
- A list of suitable organizations, associations, and other influencers was drafted to inform them of the event and to ask them to share the event with their network.
- The media kit was emailed to panel participants to share and disseminate it with their participants. Also, individual posts for each panel participant were created and emailed to panel participants.
- A social media schedule for Facebook, Instagram, and LinkedIn was created. In addition, the social media managers reshared the posts that the INFUSSE Project was tagged.
- Monitoring the analytics and the effectiveness of dissemination activities through metrics such as social media channel traffic, interaction, and ticket sales.

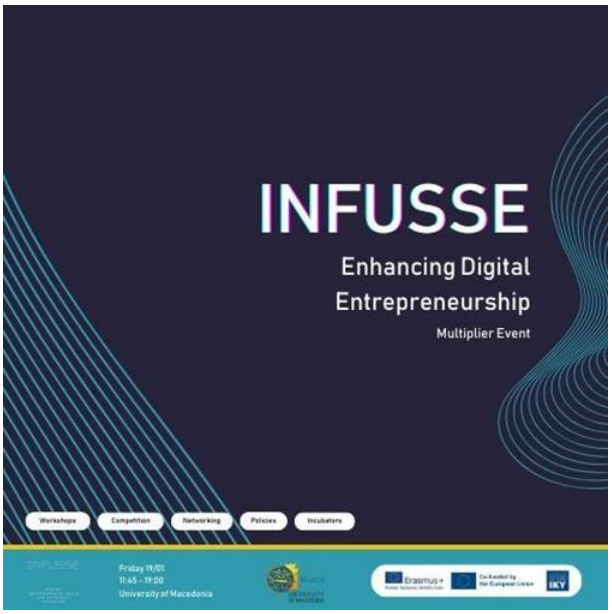
Graphics prepared

For the purpose of the event, various sets of graphics were prepared in line with the selected branding and mandatory logos (EU logo, Erasmus+ logo, IKY logo). More specifically, the team prepared the graphics for the dissemination and promotion activities, the presentations, and banners.

For social media

A visually attractive and cohesive identity was designed so that the event would be recognizable and consistent across multiple communication channels. We chose colors that were appropriate for the message we wanted to convey, and all our deliverables were in line with this aesthetic.

INFUSSE Multiplier Event Poster



Indicative graphic for Instagram post

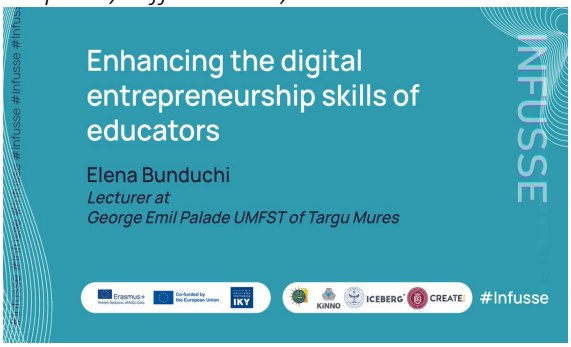
Graphic for Facebook, and More.com cover

For presentations and panel discussion

The second set of graphics that was prepared for the event was for the event. More specifically, the slide design that was prepared was about the community partners, sponsors, and partners as well as the QR code with the program and agenda information.

Slides used during the event for welcoming participants, coffee breaks, and lunch breaks.

Indicative slide presenting panel discussion participants and moderator.



Indicative slide for presenting the PR outcomes.

Cover slide for the pitching session.

Slide to facilitate the voting process.

For the event

Finally, graphics were designed for the event. Mainly, the contracting team prepared posters and banners with the QR. By scanning the QR participants access information about the project, event's detailed agenda, and a Google form to rate their experience in the multiplier event. In addition, nametags were used to cluster participants into organizers, speakers, volunteers, and guests.

Indicative example of the way posters were exploited during the event

Roll-up banner of the project

Name tags. Participants were segmented into 4 clusters speaker, organizer, volunteer, and guests.

Social media schedule

Below the content calendar is presented. The content calendar includes the posts that were planned to be published for the event, and the posts planned during and after the event. The posts aimed to inform the audience of the event schedule, provide a description of each session and announce the panel discussion participants.

Date	No of Posts	Post	Social Media Channels
Thursday 03/01	2 posts	Event Registration Event announcement	Facebook – Instagram-LinkedIn

Date	No of Posts	Post	Social Media Channels
Tuesday 09/01	1 post	Announcing events agenda	Facebook-Instagram-LinkedIn
Wednesday 10/01	1 post	Presenting panel participants	Facebook-Instagram-LinkedIn
Thursday 11/01	2 posts	Presenting panel participants	Facebook-Instagram-LinkedIn
Friday 12/01	1 post	Presenting panel participants	Facebook-Instagram-LinkedIn
Monday 15/01	2 posts	Pitching session post – Presenting the teams Presenting panel participants	Facebook-Instagram-LinkedIn
Tuesday 16/01	1 post	Panel discussion description	Facebook-Instagram-LinkedIn
Wednesday 17/01	2 posts	Presenting panel participants Reel- location change post	Facebook-Instagram-LinkedIn
Thursday 18/01	4 posts	Presenting panel participants Presenting panel participants Final agenda post Panel discussion	Facebook-Instagram-LinkedIn
Friday 19/01	2 posts	Real-time stories Panel discussion description	Instagram – Facebook-LinkedIn
Monday 22/01	1 post	Short Video from the event	Facebook-Instagram-LinkedIn
Thursday 25/01	1 post	Presenting the INFUSSE team	Facebook-Instagram-LinkedIn
Friday 26/01	2 posts	After the event post with panels	Facebook-Instagram-LinkedIn
Monday 29/01	2 posts	Post of the INFUSSE team and winner Long movie video to thank participants	Facebook-Instagram-LinkedIn

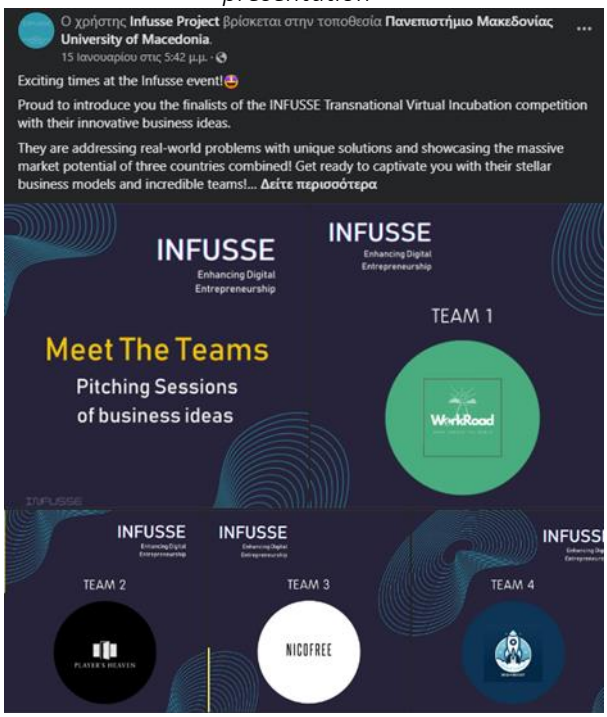
Table 1: Social media content calendar.

To accompany the post complementary graphics were designed for panel discussion participants, the panel discussion's objective, the event agenda, teams participating in the pitching session, and general information. Below you can find some indicative posts that were made before, during, and after the event.

Indicative post of the agenda and event information

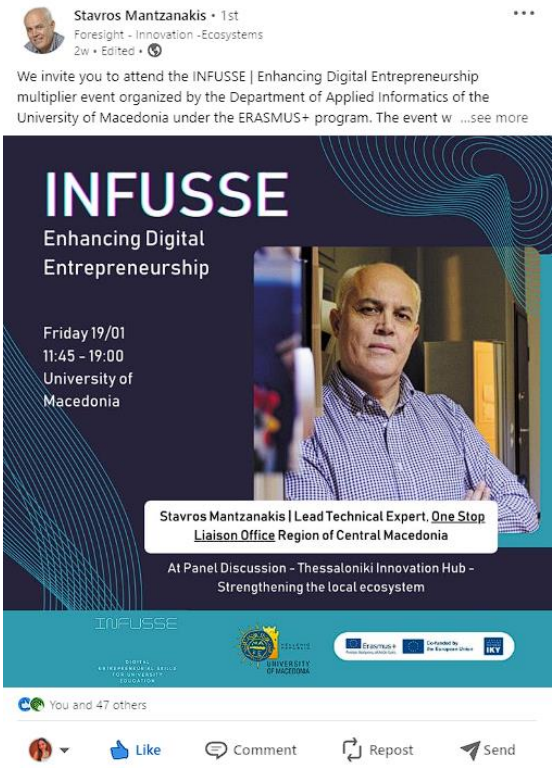
Indicative post of panel discussion participants presentation

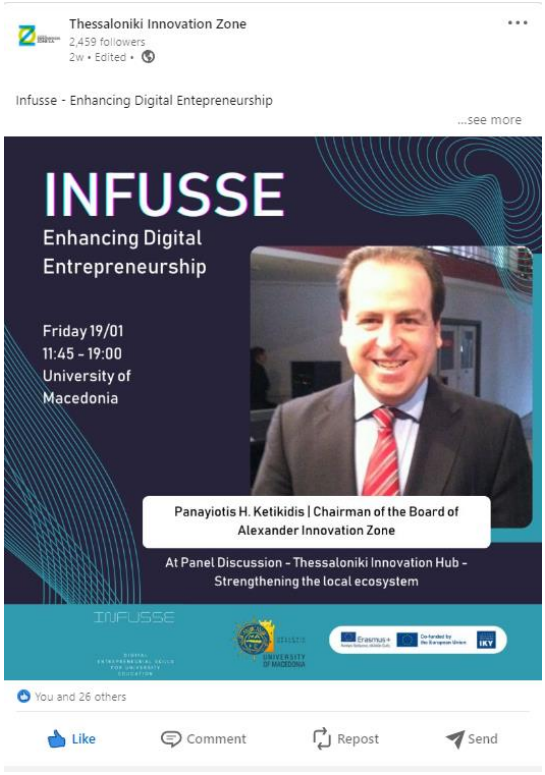
Indicative post of briefly describing the objective of a panel discussion



Indicative post of presenting the teams participating in the Pitching Session

INFUSSE posts and more specifically the posts presenting panel discussion participants were shared to participants' personal social media accounts or to representing organizations. Below you can find some indicative reshared posts.





To ensure that the event will reach the ideal audience according to the goals we set, we created and promoted sponsored ads on social media. The chosen audience was targeted broadly at people interested in entrepreneurship and not exclusively at specific individuals such as students or demographic restrictions such as gender or age. The sponsored content targeted audience in the geographical area of Thessaloniki where the event was held, with interests in entrepreneurship, technology, digital skills, etc.

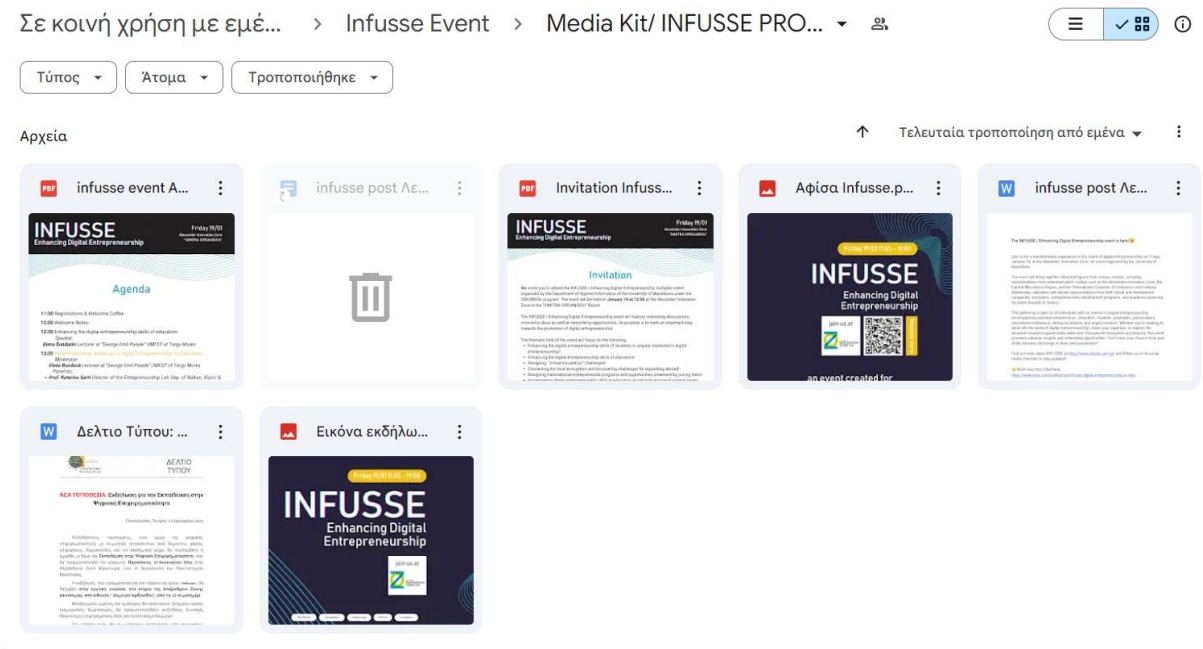
Finally, during the event social media was utilized for real-time coverage. More specifically, videos, stories, and photos were posted on Facebook and Instagram INFUSSE accounts. In addition, there was coverage by the Municipal public Television.

Media kit

As mentioned before, a media kit was created aiming to be utilized by panel discussion participants, partners, journalists, communication partners and media contacts for further promotion. The media kit (a shared Google Drive folder) includes:

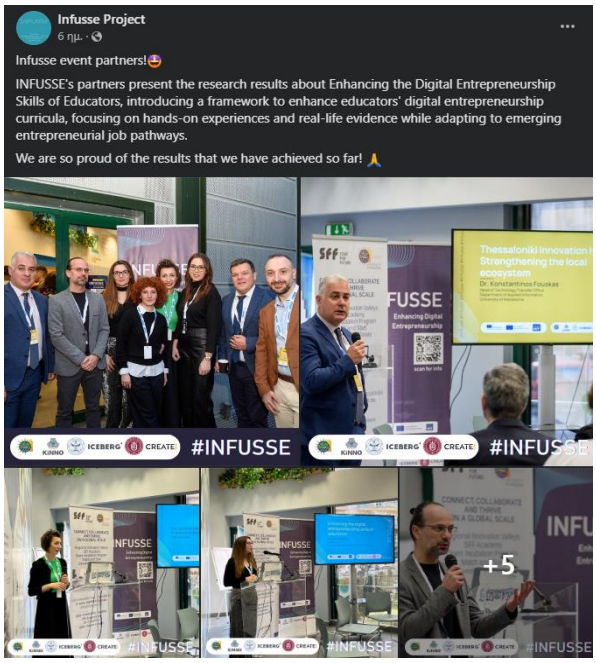
1. Multiplier event's poster
2. Press release
3. Picture & Indicative text for post
4. Event's detailed agenda

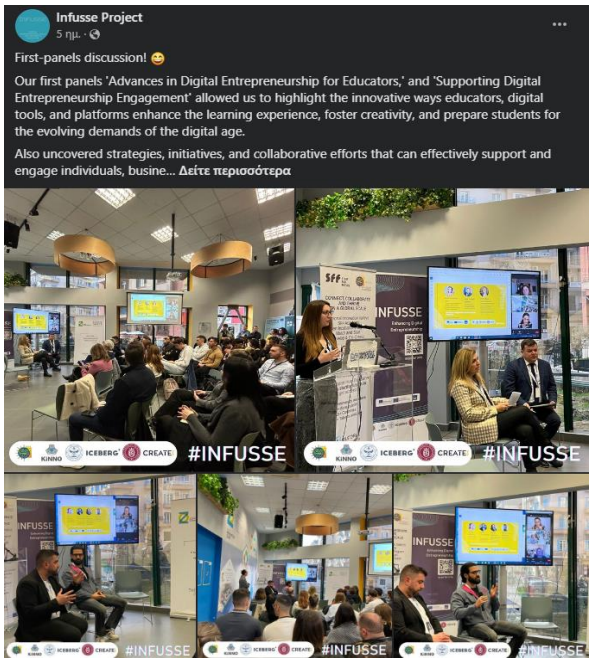
5. Formal invitation



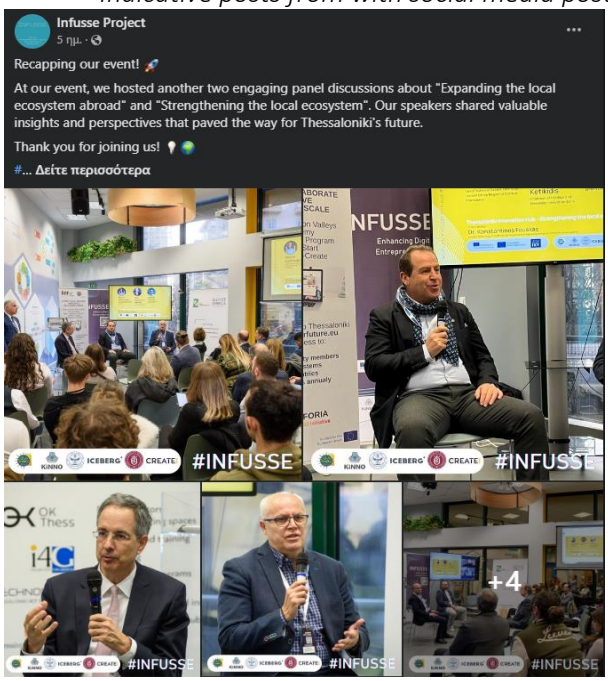
Promotion initiatives after the event

The dissemination activities of the INFUSSE multiplier event did not finish on the day of the event. The following days as mentioned above several posts on social media were made to present the results of the event. In addition, the organizer sent an appreciation letter to panel discussion participants as well as a photo collection of the event with the necessary watermarks.





Indicative posts from with social media posts after the event (with partners and penalists)



Indicative social media posts after the event about the panelists and teams

In addition, a tribute was made by the Macedonia online newspaper in honor of the event.

Figure 14: Headline of the published article in Makedonia online newspaper.

Impressions Overview

Below we will look at the performance and the penetration of the INFUSSE|Enhancing Digital Entrepreneurship in INFUSSE social media channels. The impressions cover the period from 1 December 2023 to 22 January 2024 and are from INFUSSE Facebook, Instagram, and LinkedIn accounts.

The indicators that we are going to review in this part of the report are about:

- **Reach** is the number of people who viewed any content from or about your Page. This measurement is provided as an approximation.
- **Impressions** are the number of times any content from or about your Page appears on a person's screen.
- **Followers** the total number of individuals subscribe to a specific social media account to receive regular updates and posts in their news feed.
- **Likes** are a form of engagement on social media. It's a quick way of showing that you—literally—like the content posted by simply clicking a button.
- **Engagement** measures of all interactions with your social media content.

Additionally, we will look at the results generated from sponsored ads and those that came organically:

- **Organic social media** refers to all content posted on your social channels (photos, videos, blog posts, etc.) without paid support.
- **Sponsored posts** are social media posts they have been paid to promote.

	Facebook		Instagram	
	Total Numbers	Percentage	Total Numbers	Percentage
Reach	33.335	+3.0 thousand%	1.714	+1,6 Thousand%
Total number of followers	112	+800%	124	+211.1%
Followers added during this period	+27		+28	
Likes	18	+350%	28	+211.1%
Visits	1.050	+397.6%	479	+672.6%
Engagement	382	+319,8%	222	+572,7%

Table 2:Indicators overview of Facebook and Instagram accounts.

Due to the different structure of LinkedIn statistics, we will focus only on the statistics that examine engagement, impressions, and followers.

Engagement	Impressions	Followers	Visits
8.590	17.690	73	143

Table 3: Indicators overview of LinkedIn account.

In the table that follows, we can see the number of people who clicked on the redirect link on the registration page and the final number (conversion rate) of registrations collected. This number is considered a conversion as it describes an action that a social media user or visitor of an account takes a specific, desired action. The conversions presented below are translated into 232 registrations at our ticketing platform More.com.

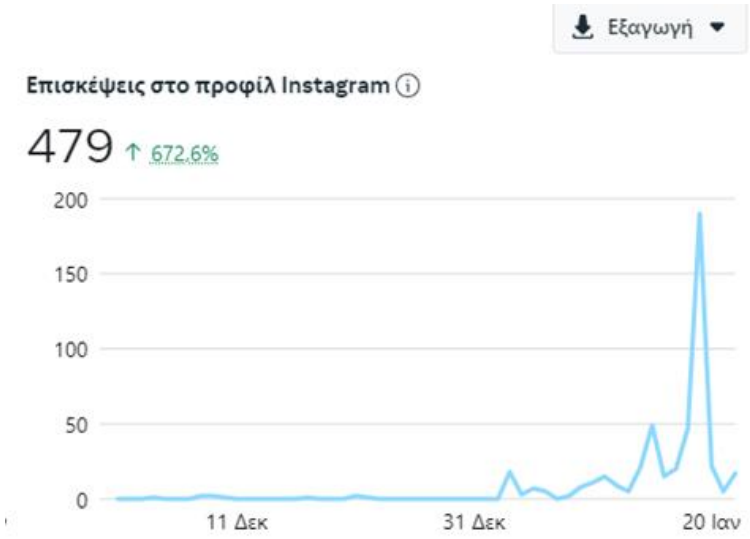
Facebook	Instagram	LinkedIn
471	6	105

Table 4: Total number of Clicks on the registration link per social media account.

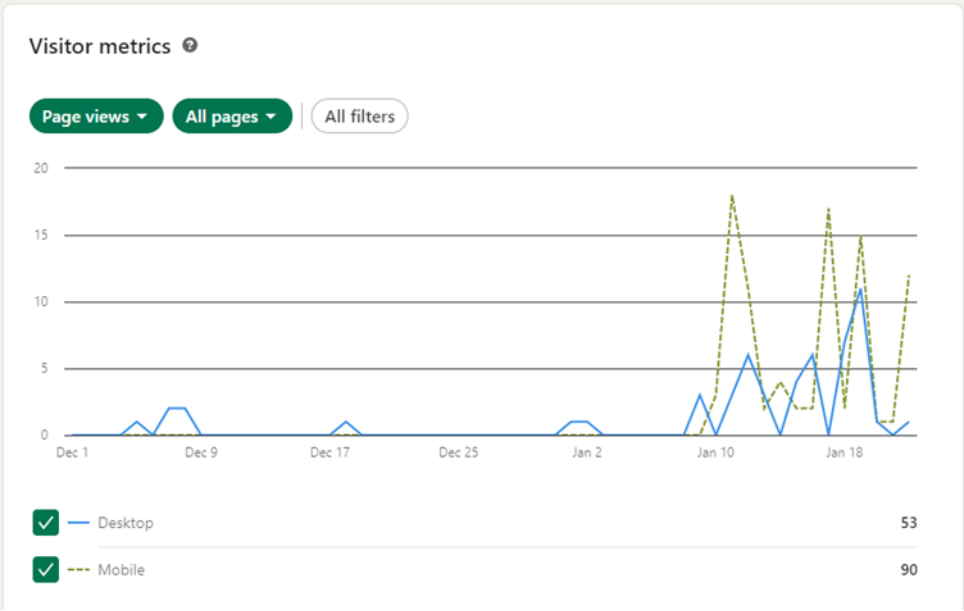
Our dissemination efforts and the sponsored content improve the total number of visits in the above-mentioned 3 INFUSSE social media accounts. More specifically, we achieved the following:

- 1,050 visits, namely an increase of +397.6% in the INFUSSE Facebook account
- 479 visits, namely an increase of +672.6% in the INFUSSE Instagram account
- 143 visitors (53 visits from desktop, and 90 visits from mobile), namely an increase of +572,7% in the INFUSSE LinkedIn account

Total number of visits to Facebook account.

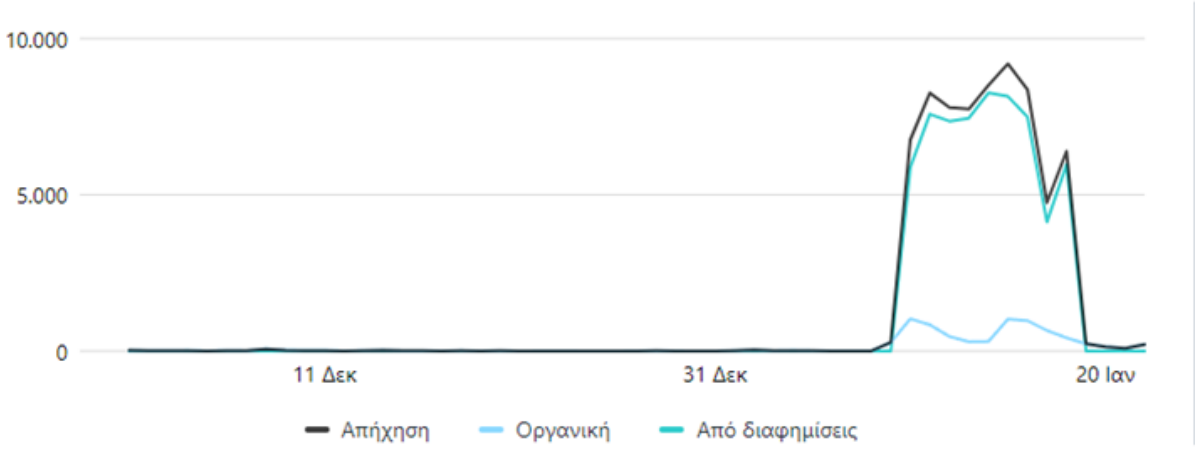


Total number of visits to Instagram account.

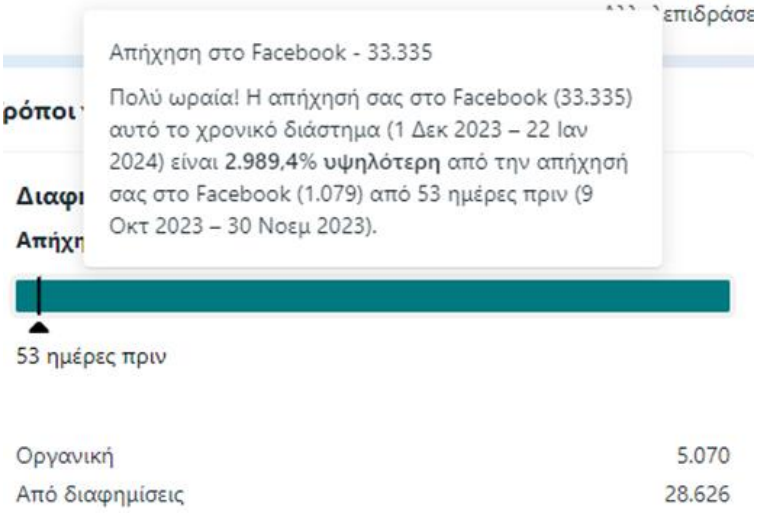


Total number of visits to the LinkedIn account.

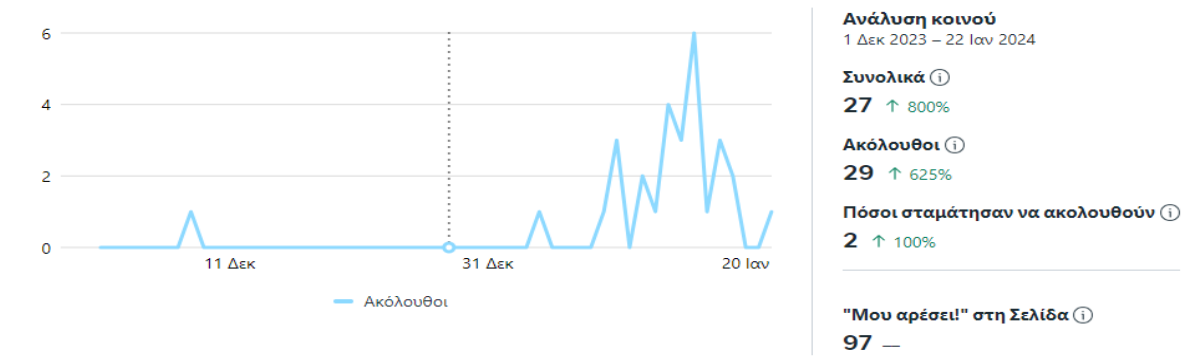
Facebook Analytics



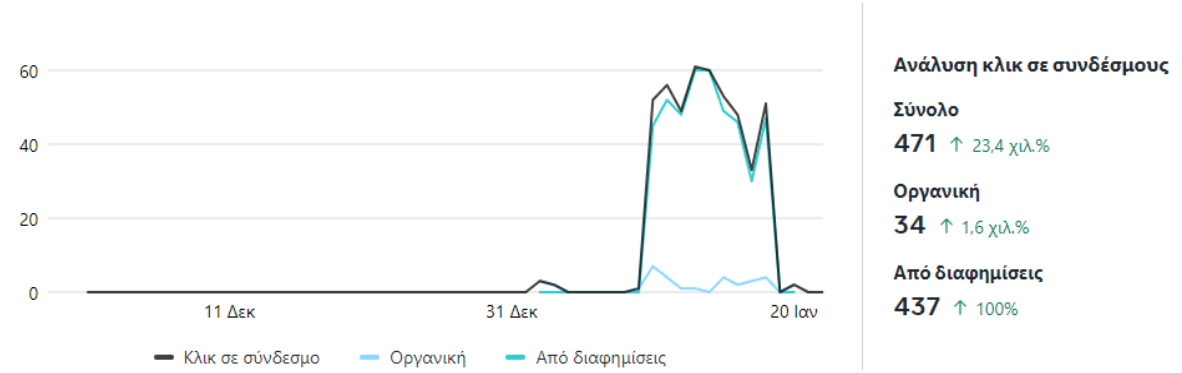
Reach: +33 thousand, up 10.2% (1/12-22/01/2024)
Organic 5.070 + 363,9%
Sponsored 28.626 +100%



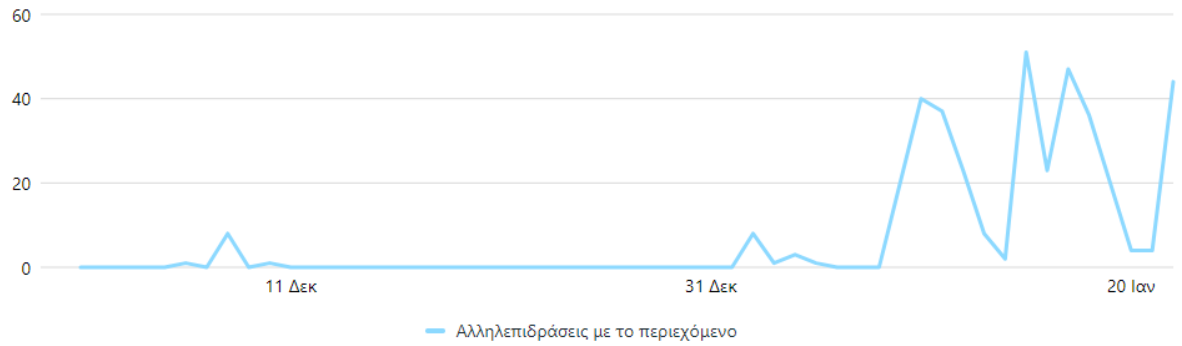
Reach is 2.989,4% higher compared to the last 53 days.



Total number of followers gained: 112. 27 new followers. 2 followers unsubscribe.

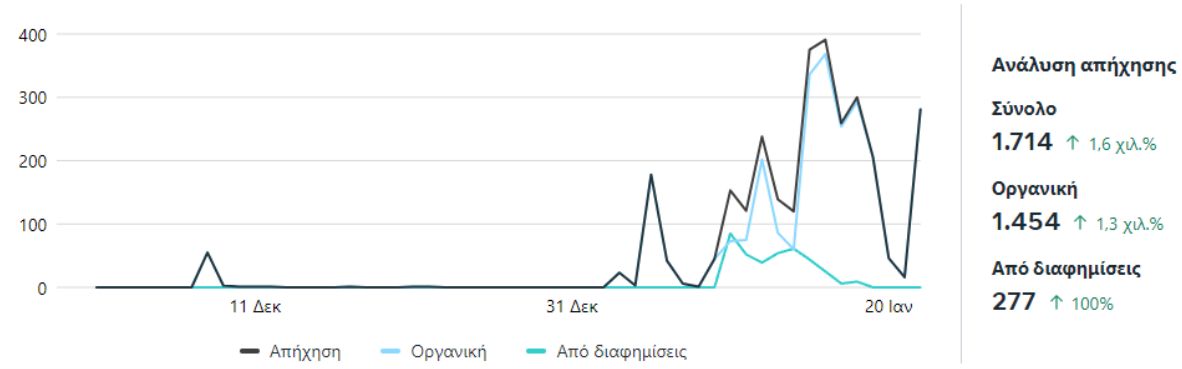


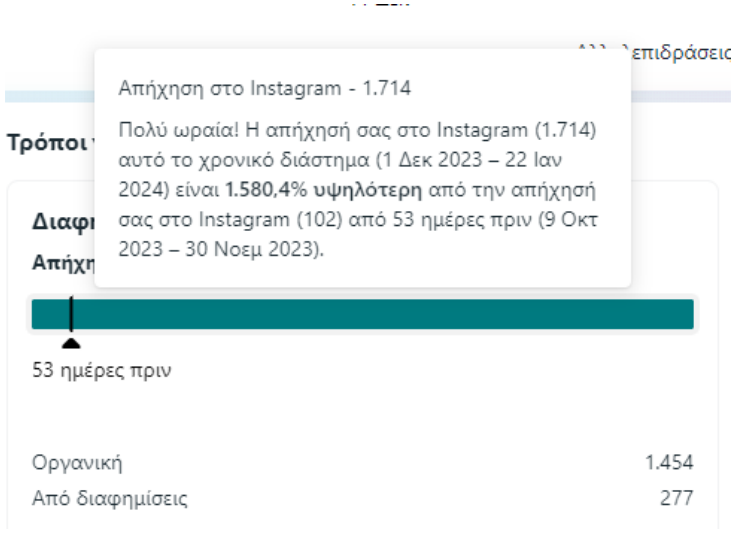
Clicks on registration link: 471 +23,4%



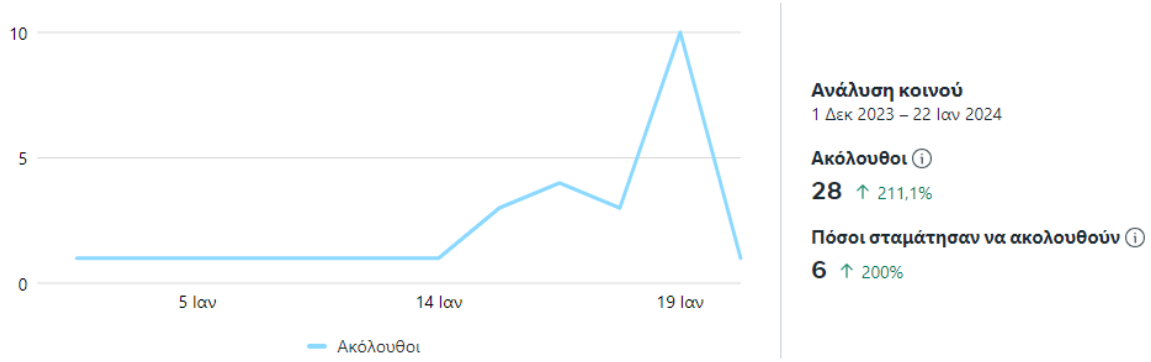
Engagement with our content: 382 +319,8%

Instagram charts

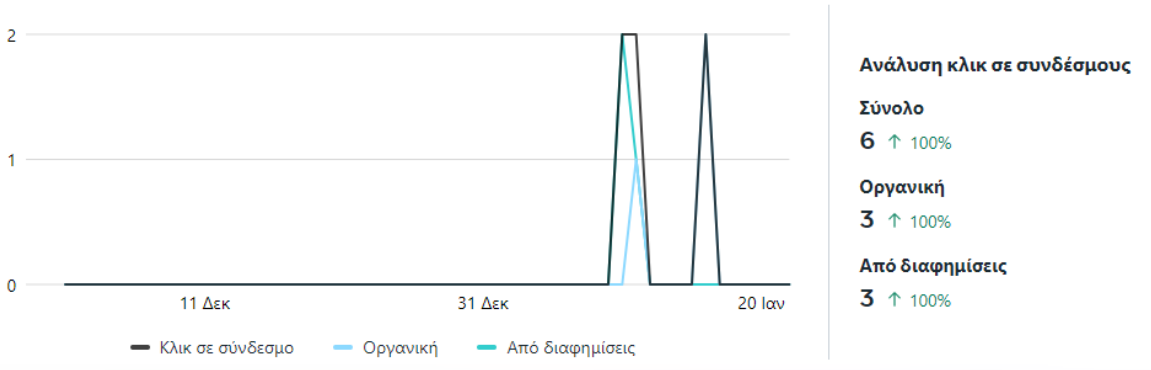




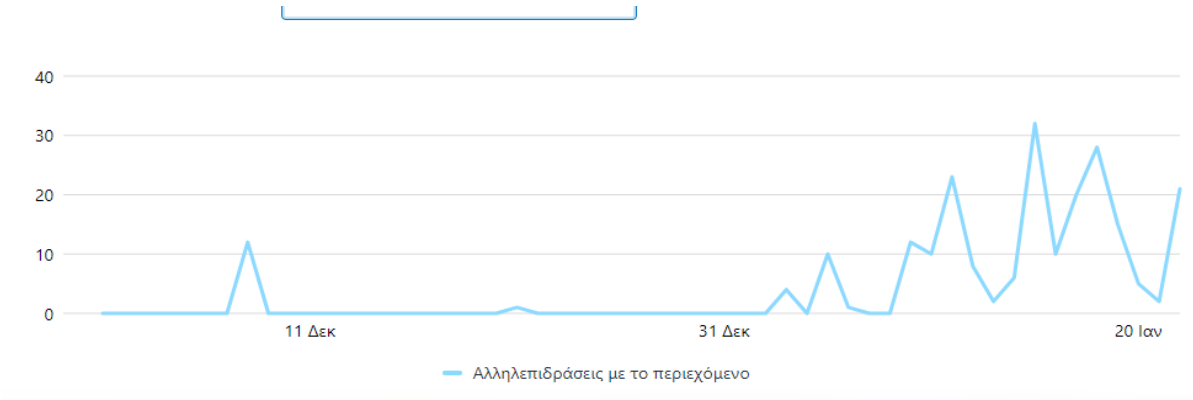
Reach: 1,7 thousand +1,6 thousand %, is 1,580.4% higher compared to the last 53 days



Followers: 124 +211.1% , gained 28 followers

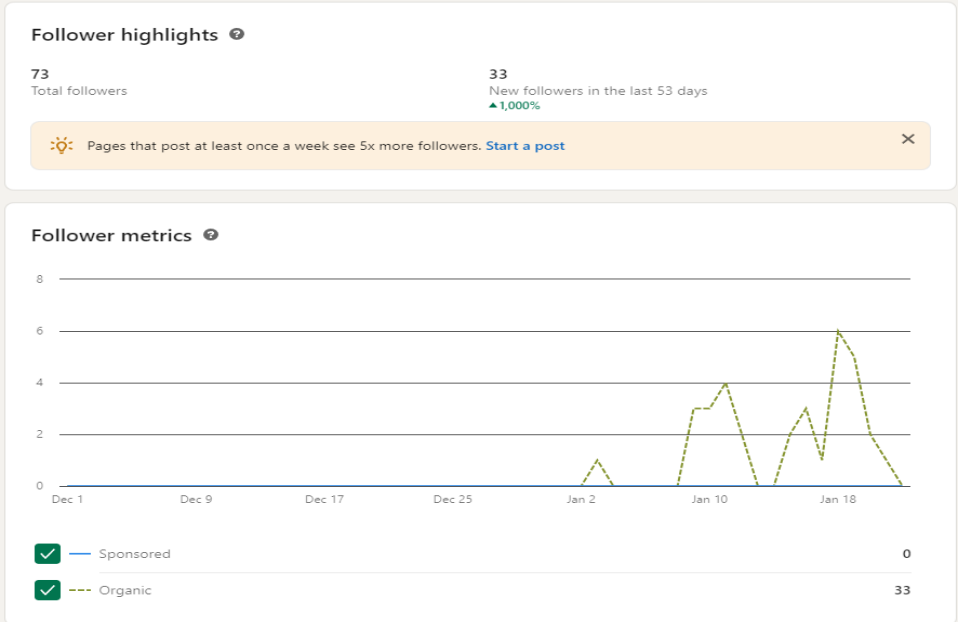


Click on registration link: 6 +100%

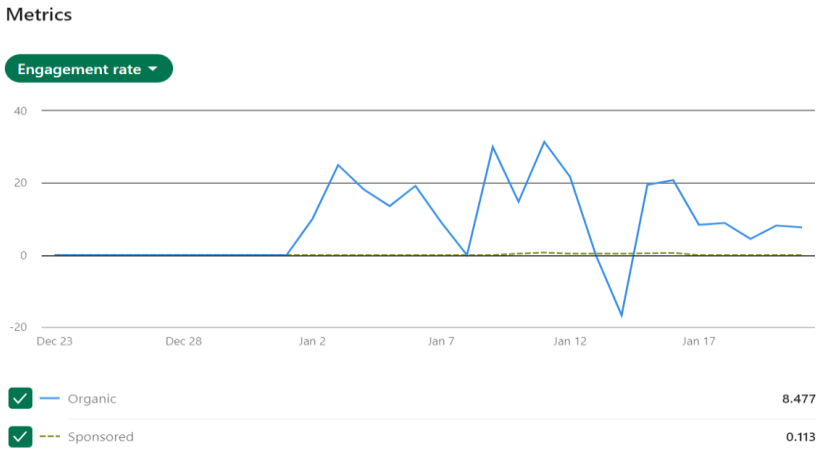


Engagement with content: 222 +572,7%

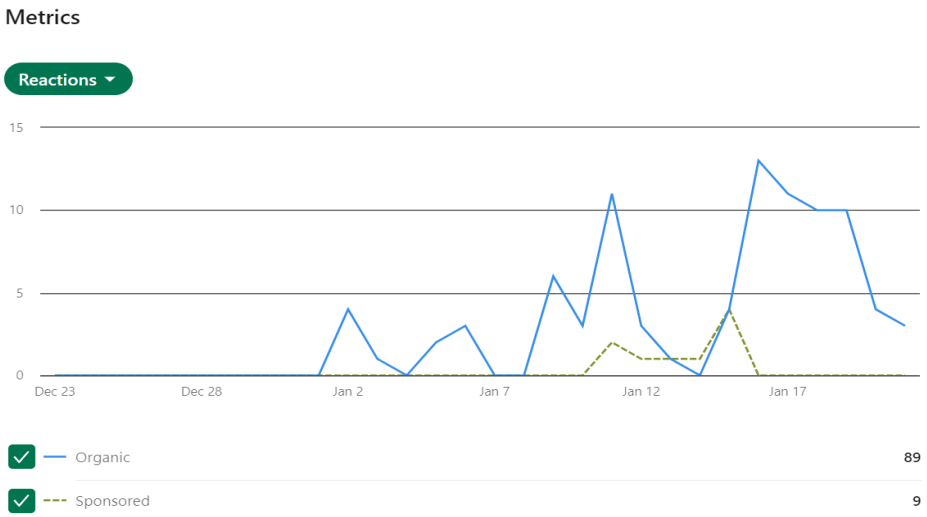
LinkedIn charts



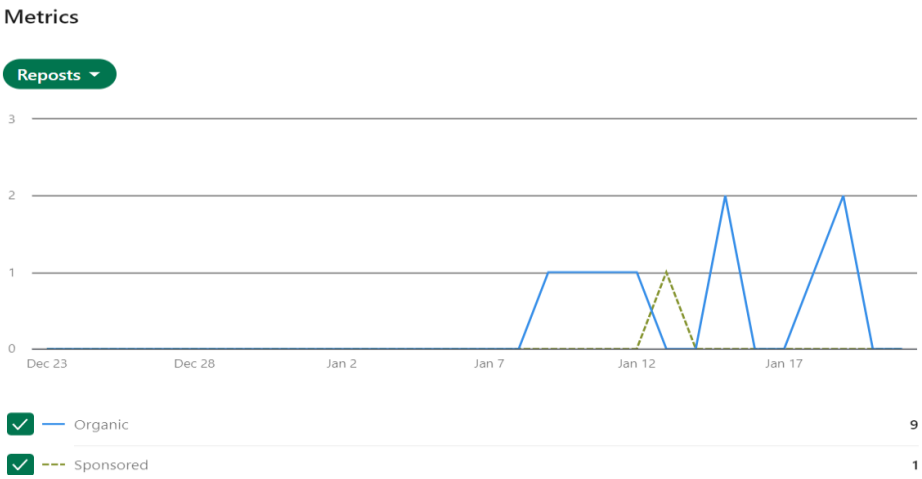
Total Followers 73, +33 new followers from 1/12/2023 - 22/01/2024



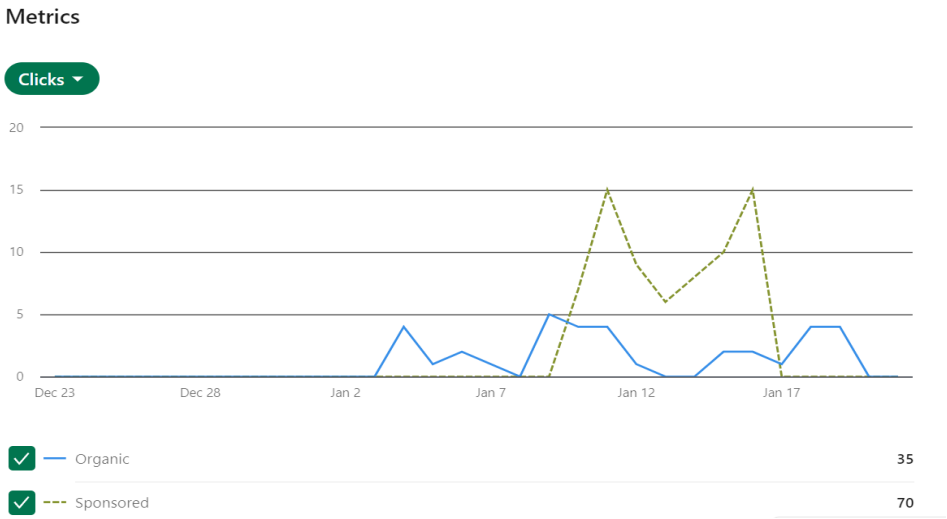
Engagement with the account: 8.590. Organic: 8477. Sponsored: 113



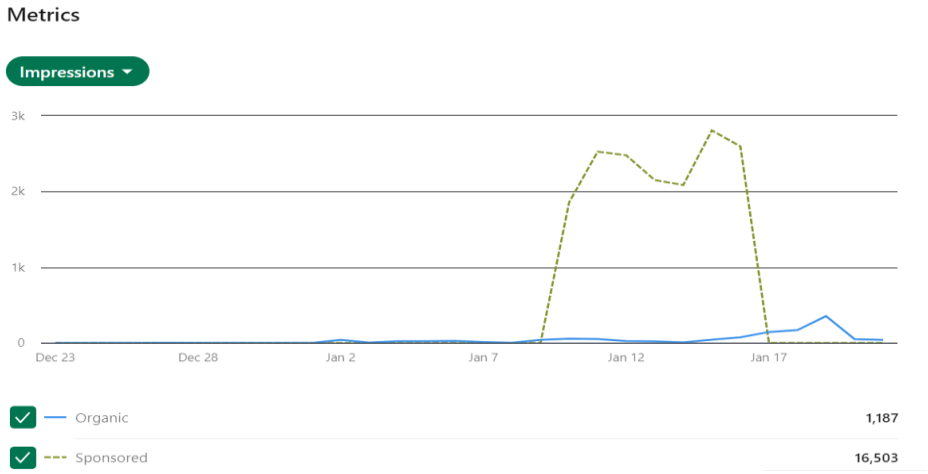
Total content reactions (a form of engagement. In addition to Likes, reactions on Linkedin include Love, celebrate, support, insightful, and Funny. Each of these reactions is indicated by an emoji): 98 (Organic: 89. Sponsored: 9)



Total content reposts (to share another user's content on social media.):10 (Organic: 9, sponsored: 1)



Total clicks on registration link: 105 (Organic: 35, Sponsored: 70)



Total impressions: 17.690 (Organic 1.187, Sponsored: 16.503)

Conclusions

The multiplier event of the INFUSSE Project called **INFUSSE|Enhancing Digital Entrepreneurship** is the multiplier event of the INFUSSE Project that was conducted on 19th of January 2024 at the premises of the Alexander Innovation Zone. There the event was designed to comprise dynamic components, including the presentation of project results, engaging panel discussions, invigorating pitching sessions, and invaluable networking opportunities.

To this end, 5 thematic sessions were designed in alignment with INFUSSE PRs and INFUSSE objectives. The thematic sessions are:

1. Enhancing the digital entrepreneurship skills of educators
2. Designing a "Virtual Incubation" Challenge at the national level
3. Connecting the local ecosystem and discovering challenges
4. Designing a transnational virtual incubation program
5. Incorporating digital entrepreneurship skills in education at the national and pan-European level

Furthermore, the 4 best-winning project ideas of the TRANSNATIONAL INFUSSE VIRTUAL INCUBATION PROGRAMME were spotlighted. The participants from Greece, Romania, and Poland presented their pitch presentations that were created during the program. Event participants voted the best project and the winner was announced at the end of the event.

The event was open to the public and was targeted to attract audience who wanted to learn more about the business opportunities offered in Thessaloniki and Internationally. The event reached in total of 165 participants, of which 132 were local participants and 33 foreign participants from Poland, Romania, Croatia, Cyprus, Serbia, and Italy. More specifically, the audience of the event was trainers/educators, students or graduates, higher education institutions (HEIs) representatives and administrative officers, policymakers from regional authorities, entrepreneurs and professionals, business incubators, and investors, business angels, VCs.