



HEInnovate webinar event 8 – Entrepreneurship support a spotlight on micro and small enterprises

Input needed:

- A main question to be posed as part of the panel discussion – one from each of you, please – I included two draft Qs, but please modify them
- A tailored question each you would be happy to receive as backup in case the audience remains silent
- Any ideas you have to use as polls during the webinar – please see timing in the agenda below
- If you will use presentations, even just a slide, please share them by the 18th November, so we have a backup in case technical glitches occur
- Please complete and sign the attached consent form, which we need for making the edited recording available after the webinar
- A short bio we can use for the announcement of the webinar – we will share the link to the news item with you – please send this to us by the 5th November

Draft timetable

| Time (CET) | Section | Person | Key points |
|-------------|------------------------------|-----------------------------|--|
| 17.00-17.03 | Welcome and introduction | Becky | Name of seminar Housekeeping: Comments, QA etc Introduce all three speakers briefly |
| 17.03-17.35 | Panel discussion | Katja, Salvarote and Stefan | Intro from Katja, Salvatore and Stefan - 5 min each, brief background and reflection on the key issues from your point of view Two common Qs for each of you to answer: Common Q1: How have the notion and mentality about starting a business, especially a family business evolved over time? How can teaching entrepreneurship in academia address the needs of entrepreneurs, especially micro and family businesses? Common Q2: Based on your experience, what are the key benefits as well as challenges of collaboration between the micro and small businesses and HEIs? Have the needs changed over time? Common Q3: |
| 17:35-17:40 | Launching a poll and results | Becky / Zsuzsa | Qs for the poll: |
| 1740-17.55 | Q&A | Becky | Moderated Q&A with the audience, led by Becky |

| Time (CET) | Section | Person | Key points |
|-------------------|---------------------|---------------|--|
| 17.55-18.00 | Wrap up and goodbye | Becky | Thank speakers Thank audience Key points made available on website Where to send additional questions Look forward to seeing you again |