

Short-term joint staff training event (C2)

Activity leader Efektas Group (LT)
Activity venue Kaunas city and surroundings
Dates From **12/04/2022** to **14/04/2022**

Accommodation EG will proceed with accommodation requests closer to the date of the activity. Same concerns to the costs sheet.

Preliminary Training Agenda

Day 1 □ April 12 → Personal and Professional Development

Time	Activities
09:45-10:35	Meeting at Gedimino business centre (EG office); welcome opening of the training by organisers; ice-breakers and group expectations. Presentation of the programme and objectives.
10:40-11:30	Workshop on personal and professional development (Efektas Group)
11.30 - 11.50	Coffee break ☕
11:50-13:10	Workshop on Self-branding (Efektas Group)
13:10-14:30	Lunch break 🍽️
14:45 - 16:00	Visit of the Kaunas Chamber of Commerce and round table with women business entities of Kaunas (incl. Women entrepreneurs from the rural areas). Discussions on women empowerment in Lithuania and worldwide. Sharing best practises.
16:30 - 17:30	Meeting with the <u>Municipality of Kaisiadorys</u> . Perspective of local municipalities regarding issues of women entrepreneurship/ Another visit (to be confirmed later on).
18:00 - onwards	Closure of the day and dinner

Day 2 □ April 13 → *Discovering new products and services in rural areas*

Time	Activities
09.00 - 10:30	Leaving Kaunas and drive to Vikingu Kaimas (http://vikingukaimas.lt)
10:30 - 11.00	Arrival of participants & Welcome by the hosts
11:00-12:00	Starting business in Lithuanian rural areas: management, obstacles, opportunities (Judita, Edita, Agne)
12:00-12:15	Coffee break ☕
12:15-13:15	Discovering of the area (sharing of the best practises from Judita,Edita,Agne)
13.15 - 14.45	Lunch break 🍽️
14:45 - 16:00	Workshop on the role of women in the rural areas and how can they empower themselves to undertake rural entrepreneurial actions - Promimpresa
16:00-17:30	Leaving Vikingu Kaimas and drive back to Kaunas
19:00 - onwards	Dinner time

Day 3 □ April 14 → *Marketing and brand identity*

Time	Activities
10.00 - 11:30	Meeting with Municipality of Kaunas/Kaisiadorys (empowering of women, role of municipality, support of entrepreneurs)
11:45-12:00	<i>Coffee break</i>
12:00-13:15	Workshop on the power of proper branding and importance of marketing in 21st century - Efektas Group
13.30 - 14.30	<i>Lunch break</i> 🍽️
14.30-15:30	<i>Final de-briefing, evaluation of the training. Closure of the C2</i>
16:00 - onwards	<i>Departure of participants</i>