

## INVITATION

### “Giving Sisyphus a Hand”

### Challenge and Reality in EU Project Marketing

Friday, March 12<sup>th</sup> 2010 – 9.00-15.00h  
Graz, Austria (AT)

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**E.N.T.E.R. - European Network for Transfer and Exploitation of EU Project Results** in cooperation with **Europe Direct Informationsnetzwerk Steiermark – Europaabteilung Land Steiermark** has the pleasure of inviting you to the first thematic dissemination conference in the framework of the European project *C-E.N.T.E.R.*.

#### Topic and objectives

Dissemination and exploitation are of vital importance in European projects and have to be taken into account by all project managers and their teams. Different tools and instruments are available for this purpose but there is a need of information and good practices in order to plan, implement and monitor these activities.

The conference will offer participants the opportunity to improve their knowledge of dissemination possibilities in European projects and of marketing and product placement in general. Thereby the differences between marketing in the usual sense and in the field of European project management will be compared and analysed.

The conference aims at promoting the discussion on the topic, changing experiences and establishing new contacts. Furthermore, the conference will support the dissemination of project results that have been developed within projects funded in the framework of any European programme.

#### Target groups

The target group of the conference are organisations and persons working in the field of EU projects and those who would like to get involved in this area and/or would like to improve their knowledge in product placement and marketing in the field of education.

#### Venue

The conference will take place in the rooms of Landesbuchhaltung Graz, Burggasse 13 (1.Stock), 8010 Graz. The venue is located in the city centre of Graz, close to the main cathedral and the opera house. For further information please visit: <http://www.graz.at/cms/ziel/364976/DE/>

### **Working methods**

The conference will consist of key note speeches in plenary sessions and discussion rounds. A European project fair will be held at the same time, where participants have the opportunity to promote their projects and to present, discuss and exchange products developed in European cooperation.

### **Working language**

English

### **How to participate**

Registration forms should be sent by email, fax or post by February 15<sup>th</sup>, 2010 to Petra Kampf. Registration forms are available for download under <http://www.enter-network.eu/news.php5>.

### **Contact**

Should you have any questions or require any further information please contact:

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