

NEW PARADIGM FOR CENTERS OF EXCELLENCE AS AN EFFECTIVE MECHANISM FOR TRAINING DELIVERY AT REGIONAL AND GLOBAL LEVEL

PANEL

HOW DO WE BRING ALL THE ELEMENTS TOGETHER TO ENSURE THAT WE HAVE A PRODUCT THAT THE MARKET NEEDS?"

MARKET

It is basic to know about people you will want to reach:

Target audience

- Basic characterization
- Professional profile
- Industries or sectors needs
- Knowledge needs

*HOW DO WE BRING ALL THE ELEMENTS TOGETHER
TO ENSURE THAT WE HAVE A PRODUCT THAT THE
MARKET NEEDS?"*

ELEMENTS

Academic activity as a PRODUCT

- Modality: Face to face, on-line, blended, mobile
- Type: refresher, short course, formal education...
- Knowledge needs
- Subject type: Technical, managerial, strategic
- Instructional design: methods, activities, resources
- Content development
- INNOVATION

*HOW DO WE BRING ALL THE ELEMENTS TOGETHER
TO ENSURE THAT WE HAVE A PRODUCT THAT THE
MARKET NEEDS?"*

ELEMENTS

PROMOTION

- Marketing type: B2B, B2G, B2C
- Channels: on- line, written press, mobile, official communications
- Advertising material: Web pages, social networks advertising, mailing, banners.....

*HOW DO WE BRING ALL THE ELEMENTS TOGETHER
TO ENSURE THAT WE HAVE A PRODUCT THAT THE
MARKET NEEDS?"*

ELEMENTS

- Local culture
- Needs of the environment
- Seasonality restrictions

LOCATION

*HOW DO WE BRING ALL THE ELEMENTS TOGETHER
TO ENSURE THAT WE HAVE A PRODUCT THAT THE
MARKET NEEDS?"*

ELEMENTS

- Tutors
- Team involved
- Pricing according to the academic activity and local average prices
- Academic value offered to the attendees
- Payment methods available

FINANCIAL ISSUES

*HOW DO WE BRING ALL THE ELEMENTS
TOGETHER TO ENSURE THAT WE HAVE A
PRODUCT THAT THE MARKET NEEDS?"*

IDENTIFYING AND SELECTING EACH ONE OF THE ELEMENTS OF AN ACADEMIC
ACTIVITY BASED ON YOUR TARGET AUDIENCE IN SUCH A WAY THAT THE
PRODUCT IS CONSISTENT AND ADDS VALUE

SOME OTHER QUESTIONS

1. The new strategy is built around self-sustainability of the new CoEs. How do you think it can be achieved?
 - Business model for CoE should take into account academic activities and participants according to its regional average, as well as local prices.
 - Local partnerships can be the key for sustainability
 - Recommended to shorten payment to CoE in order to ease cash flow for courses taught

SOME OTHER QUESTIONS

2. Based on your experience what would you like to be improved in the operations of the new CoEs network?
 - Contribution from ITU experts to the academic portfolio at any CoE can enhance courses quality
 - Methodologies, formats, content structuring, courses look&feel and promotion should be standardized or harmonized
 - Cooperation among CoEs must be stimulated
 - Recognition at the ICT sector of the entity to be CoE candidate can be a key factor for success
 - One of the key factors for success relies on the effectiveness of promotion and marketing activities definition and deployment

SOME OTHER QUESTIONS

2. Based on your experience what would you like to be improved in the operations of the new CoEs network?

- Importance to develop an ITU "seal" to identify all courses within the initiative, to make participants feel part of the ITU Academy
- Definition of a viral strategy for reselling courses. Participants themselves should recommend to their peers taking CoE courses
- LMS, pay platforms and technical assistance at ITU academy must be stable and scalable