

LIFELONG LEARNING PROGRAMME

## International Internship AGORA (I2AGORA)

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## I2AGORA Madrid Clinique Post-event Report

Deliverable D4.3.A (including reports on D4.1 & 4.2 events)

WP4. – „Employability Clinique” multiplication programmes,  
network and events

**WP leader: UNED**

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## 1. EXECUTIVE SUMMARY

Madrid Clinique was held from 10am to 5pm on Thursday 26th at the Faculty of Economics of UNED Campus in Madrid. The event was an informal, relaxed, participatory gathering, with a strong focus on the stakeholder dimension/layer of the 3x3 model. There were 37 attendees.

The feedback from participants, both via a formal survey and from anecdotal conversations on the day, indicated a very high level of satisfaction with the event. There were partial responses to the survey, and full responses. Due to the high response rate, the survey is considered representative of the attendee population.

There were several objectives, which Madrid Clinique aimed to fulfill, some of which were realized fully, and some only partially.

Bringing together UNED community, in particular students representatives was not possible due to the lack of budget, because all of them work and live outside Madrid. In any case, we offer them the possibility of attending the event live because it was broadcasted on the web. Some UNED students attended the meeting on an individual basis.

Deliver an engaging, informing, and technically focused event: This objective was fully realized. The range and depth of presentations was incredibly encouraging, entertaining and bodes well for future iterations of the event.

## 2. MARKETING AND PROMOTION

A basic marketing and promotion plan was generated for the event. The key methods utilized, and their apparent success, are indicated below.

COIE mailing list. More than 1,000 companies, some of them involved in virtual practices.

CEOE and CEPYME and some of the companies they represent

Posters: Posters were placed at key locations around Faculty of Law and Politics, Faculty of Engineering, all over UNED Campus.

Event listing: The event was listed on a number of websites as shown below;

- UNED
- Universidad Juan Carlos I
- Universidad de Cantabria

UNED Project members' mailing list and contacts.

The success of various methods is highlighted in the survey feedback shown below.

Method	Success (number of attendees)
COIE mailing list	0
CEOE and CEPYME	0
Posters	0
Event listing	1
UNED Project members mailing list	36

**Table 1. Survey feedback on attendees**

The lack of time to announce the event and the Spanish economic situation at that time could help to explain the figures.

### 3. VENUE

The venue was considered to be very suitable for the event. Several attendees commented on the high quality of the facilities. The meeting took place at the Auditorium of the Faculty and was live broadcasted on the web. Survey feedback indicated that the venue was easy to reach both via car and public transport, and that the facilities such as projection, seating and wireless were appropriate for the event.

	100%-75%	75%-50%	50%-25%	25%-0%	To.
The venue was suitable for Madrid clinique	25	3	-	-	28
The venue was easy to get to via public transport	10	10	8	-	28
The venue was easy to get to by car	15	10	3	-	28
The Auditorium facilities were appropriated	20	8	-	-	28
The technical means were appropriated	20	8	-	-	28
Other facilities were appropriated	20	8	-	-	28

**Table 2. Venue. Survey feedback on attendees**

## 4. CATERING

Catering for lunch and the coffee break was sourced from the Faculty catering. General feedback on lunch was excellent.

	100%-75%	75%-50%	50%-25%	25%-0%	To.
The food provided was appropriated	25	3	-	-	28
The food provided was sufficient	28	-	-	-	28
The drinks provided were appropriated	26	2	-	-	28
The drinks provided were sufficient	28	-	-	-	28

**Table 3. Catering. Survey feedback on attendees**

## 5. PRESENTATIONS AND ORGANIZATION

There were 9 20-minute presentations given. Videos of presentations were captured using the Auditorium system and are available at UNED and were delivered to the I2 Agora project coordinator.

	100%-75%	75%-50%	50%-25%	25%-0%	To.
The presentations were of interest to me	20	8	-	-	28
The presenters were engaging	17	11	-	-	28
The presenters were knowledgeable on their chosen topics	20	8	-	-	28
The organization treatment	25	3	-	-	28
Your overall impression of the event	25	3	-	-	28

**Table 4. Presentations & organization**

## 6. LIST ATTENDEES

<b>List of attendees</b>	
<b>Company or institution</b>	<b>Number</b>
Fundación Universidad-Empresa	2
Fertiberia	1
ESIC	2
Banco Santander	2
COIE	4
Universidad de Cantabria	1
Erik Center	1
Alcoka	2
EOI	2
IMI	1
ALSTOM Transporte España	2
EDIASA	1
Consultora auditores complutenses	1
Axioma Análisis estadísticos S.L.	2
Luna y Sol	2
CEOE	1
Students	3
Universidad Juan Carlos I	1
BodaBook.com	1 (online)
Students representatives	1 (online)
IDM Española	1
Faculty of Economics UNED	3
22	37

**Table 5. List of attendees**

## 7. CONFIDENTIAL PART OF THE REPORT

Previously presented are the things we have done in order to organize Madrid Clinique, now it is the time to analyse if Madrid Clinique has achieved its objectives in assessing flexible modality internships model among attendees. The results are summarized below.

	Yes	No	Total
Did the presentations help you to increase your knowledge about virtual internships?	10	5	15

**Table 6. Knowledge about internships**

The answer is subjective; the aim was to let the attendees know that there are different possibilities to traditional practices in firms.

	Correct answer	Incorrect answer	Total
Please describe the actors, means, etc. of the virtual internship.	2	8	10

**Table 7. Actors & means in virtual internship**

The objective was to know if attendees understood what a virtual internship is. Only a few of them understood it correctly. None of the presentations described properly a virtual work placement. Most of them were examples of virtual internship carried out by different organizations, but without describing the needs and actors involved in the scheme. Correct answers were not inferred from the presentations, but from discussions during the lunch or coffee break. English language acted as a barrier too.

	3	2	1	Total
Which advantages do you find in virtual internships if compared with physical work placements? Name three advantages.	0	2	2	8

**Table 8. Advantages & disadvantages of virtual internships**

The aim of the following question was to know if the attendants knew the advantages and disadvantages of a virtual internship. The kind of presentations and English language could explain the results.

To know if the attendees had a clear idea of the technical means they need to organize a virtual internship in their company we pose the following question.

	3	2	1	Total
Please choose the technical means you will use to organize a virtual internship in your company. Name three that you would use.	0	2	3	5

**Table 9. Technical means and virtual internships**

The presentations failed to provide useful information to the attendees, none of the presentations listed or provide links of virtual internship portals in Europe.

	3	2	1	Total
Do you know where to place your virtual internship offer in Europe?	0	0	0	5

**Table 10. Virtual internships portals**

We want the attendees to be involved in organizing and participating in virtual internships. Therefore, we asked them if they were going to organize a virtual internship in their company or business. Only small companies answered in a positive way, large organizations were reluctant. Two small companies that attended Madrid Clinique are organized in a virtual way, but were not sure where to place an offer for virtual internships.

#### Recommendations for improvement

Reduce uncertainty about dates of the event in order to make the announcement of the meeting with enough time. We have had to do our best to have people coming to the meeting. You need to have answers to your mails and communications within the project.

It was difficult to reach our targets: the Human Resources responsible of the companies. The Spanish economic situation had the responsible people of human resources of the companies dealing with other problems. In any case, large Spanish companies use the same methods of USA companies; they are not going to be pioneers in this field. When virtual internships become a standard in USA firms, Spanish companies will organize them. The responsible people of human resources do not understand the concept of virtual teams; they are misled with concepts like Telework.

At least one of the presentations must explain properly the way to organize a virtual internship from the theoretical point of view. It is right that the presentations describe the work of the presenters, does not matter if it has been used before in other conferences, but at least one of them must describe or refer to the actors, technical means.

The use of Spanish language or a system of simultaneous translation is necessary.

Universities is the only group interested in virtual internships, they are forced by law to organize practical placements for students, so we should consider the leading role that our Project or group could have with Spanish universities.