

About atene KOM

atene KOM from Berlin accompanies the public sector in project development in the areas of digitalisation, energy, mobility and education. We bring municipalities, counties and companies together and jointly develop the infrastructure for the future. Strengthening rural areas is the focus of our work. We are a strong partner for our customers for subsidy consulting, regional development, the establishment of goal-oriented networks and organisational development. Together with German and European partners, we work on funding projects, for example for the digitalisation of rural areas, develop smart mobility concepts for local and regional transport or intelligent strategies to promote sustainable development.

We accompany projects with effective communication and efficient marketing, organise workshops for further training and, if required, also take over event management. We see ourselves as a neutral moderator between business and the public sector. We solve the changing tasks of our customers – fast, effectively and agile.

atene KOM employs more than 300 experts from different fields such as IT, law, economics, communication, administration or geography. In this way, we generate the necessary know-how to ensure finding the right solutions for our clients' numerous missions.

In addition to its Berlin headquarters, atene KOM has seven regional offices in Germany: Bonn, Leipzig, Munich, Osterholz-Scharmbeck near Bremen, Schwerin, Stuttgart and Wiesbaden. We also operate an office in Brussels and in Kyiv.

The adherence to the highest quality standards is one of atene KOM's key goals. That's why we're currently certified to the 9001:2008 standard.

atene KOM

Developing creative solutions for cities and regions

Event planning and facilitation

Creative event formats have the potential to initiate meaningful innovation processes in regions and cities by generating ideas for the digital transformation and involving a wide range of actors in local and regional development projects. As an organiser, idea-sparker and facilitator, atene KOM supports municipalities in the implementation of creative participatory events.

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Event planning and facilitation

Creating a local culture of innovation

Municipalities in Europe are committed to the digital transformation and many have been making significant progress on their smart cities agendas. Still, the vast majority of them are only at the beginning of their transition to becoming smart cities or municipalities. While larger cities are very active, smaller municipalities wish to receive more guidance and support. Building networks and cooperation, generating new ideas, and engaging citizens and regional stakeholders are essential elements of the transition into a smart region. Innovative forms of events aid to identify the needs of the municipalities undergoing transformation and to initiate further steps and promote innovation. The interactive, participatory and hybrid nature of such innovative events are not only the result of a new event culture – they are also the expression of a vibrant democracy and the starting point towards the digital future.

Regional development is a continuous process of planning and change. Interdisciplinary thinking and the agile participation of relevant actors are essential prerequisites for creating a local cul-

ture of innovation, generating ideas, and implementing sustainable measures. New event concepts and creative techniques have the potential to instigate and accelerate a transformation process to a smart community, smart city and smart region. Creative event formats can serve to:

- Activate, motivate, and encourage local citizens to take initiatives.
- Design strategies in a citizen-centred manner.
- Imagine and design creative ideas for municipal measures.
- Develop (digital) skills.
- Establish interdisciplinary networks; for example, to implement projects in a municipality (governance principle).

Digital events can also be organised to take into consideration the specific needs of the participants. They have the potential to strengthen innovation processes, to bring creative solutions or to broaden participation.

Our service

Implementing creative events

Implementing meaningful participatory events requires organisational skills, methodological competencies, and professional expertise – all of which are often decentralised within organisations. atene KOM's multidisciplinary team trains municipalities to adopt a combination of these skills on their way to successful events. As a dynamic company, we are always up-to-date on methods, formats and technologies to tailor your event according to your specific needs.

Organisation and conception

Hand in hand with you, we identify the objectives of your event, the relevant stakeholders and define the general framework. atene KOM's service includes event planning and scheduling, budgeting and participation management. Press and public relations activities can also be incorporated in our services.

Content conception

Based on your objectives, atene KOM designs valuable content and supports you in finding the right speakers for your event. In addition, we prepare and provide event materials.

Methodological design

The event formats are carefully selected and individually designed to fit your unique needs and objectives. atene KOM has a wide-ranged portfolio of methods. Consulting and training services for speakers and facilitators can also improve the quality of the event.

Onsite event support

Operational setup, speaker support, press and public relations and facilitation activities are part of our service portfolio. atene KOM ensures the implementation of these activities in terms of content and methodology.

Follow up

The outcomes will be analysed, evaluated and summarised in a final documentation. Consulting on further services – for example, on the implementation of developed measures – can also be part of our services.



Interactive Events

- **Barcamp:** meeting with agenda and sessions spontaneously set up by participants.
- **World Café:** the primary idea is to bring participants into conversation with each other and to discuss specific issues and questions; by alternately working on the same question, a deepening of the discussions is achieved; in a final round, the results are presented.
- **Open Space:** conference format, in which complex questions are discussed within a short amount of time in a target- and action-oriented way. The agenda is prepared in advance by the participants themselves. Everyone has the opportunity to contribute thematically.

Complementary Methods

- **Fish Bowl conversation:** open discussion method in which a small group of 3-4 people discuss a topic in an inner circle. An empty chair is an invitation to anyone who wants to spontaneously join the conversation. All participants have the opportunity to be actively or passively involved. The results of the inner circle can then be discussed with a larger group.
- **Pecha Kucha presentation:** the speaker is expected to limit the scope of his/her presentation, that cannot last more than a few minutes.
- **Warp Conference:** networking method in which two people with different expertise or knowledge discuss a predetermined topic for a short period of time (max. 10 minutes); the audience is simultaneously the experts and the public.

Digital Tools

- **Social Media Wall:** is a tool that aggregates and displays – in one place – social media content from different networks (Facebook, Twitter, Instagram, YouTube, etc.). Contents are selected through hashtags, keywords or from specific profiles. The format bundles content and information for a specific event onsite or connects the collected social media posts on a unique website.
- **Mobile Live Reporting:** spontaneous and short captures of events (e.g., a statement from speakers, a live streaming event) that are posted on social media.
- **Remote Brainstorming:** participants can join a brainstorming session, wherever they are.

Smart Regions Team

atene KOM's multidisciplinary smart region team supports your region in its digital transformation. Our core team of city and regional planners, technicians, lawyers and various experts in fields such as mobility, energy, education and sustainability enables the systematic processing of diverse challenges. We are on the spot to support you in eight locations in Germany as well as in Brussels and Kyiv.