

Fostering Digital Entrepreneurship and Start-up Ecosystems in Montenegro



Draft agenda

Conceptualizing the Digital Transformation Project in the Tourism Sector

Podgorica – December 11 & 13-14 2018

Initiative Brief

The Initiative objective is to develop a model project for Digital Transformation that helps Montenegro navigate technological changes and accelerate achievement of the sustainable development goals, especially while leveraging the core competencies of Montenegro in the Tourism Sector.

Building on the initial interviews conducted in Podgorica on September 10-12 for the digital innovation profile of Montenegro, and the subsequent outcome presentation in Budva on 3 October 2018, the workshop and Focus Groups will enable a holistic deep dive on aspects of digital transformation in Tourism sector, and develop an ecosystem approach to digital transformation that create competitiveness and strengthen the growth of SMEs, entrepreneurs and the sector.

The expected outcome is to finalize the digital innovation profile of Montenegro, assess the Tourism Ecosystem, and develop a bankable project for Montenegro. The goal is to develop an initial roadmap and skeleton plan for the project that can be turned into a project brochure to enlist partners and investors.

The project is a scalable project which can be expanded later to impact other sectors and will engage stakeholders in cross sectorial collaboration.

Expectation from participants

Participants are expected to take an active role in contributing to the focus group discussions and subsequent development of the flagship transformational project for the sector.

The focus group session seeks to understand the value chain of the key sector, e.g. Tourism, and what is needed to accelerate digital transformation of the sector. This information will help enhance the co-creation workshop for the project, ground objectives to the specific sector.

Four focus group sessions options will be offered, and will build discussions where stakeholders will be asked about challenges and opportunities of tourism sector, of digital transformation in the sector, and as well as technological platform opportunities in the sector.

Participants are expected to attend one of the focus of group discussions on December 11 2018, and join the two days co-creation workshop for the project on December 13 and 14 2018.





Tentative Agenda

11 December 2018 – Focus Groups –Tourism Ecosystem	
8:00am-9:45am	<ul style="list-style-type: none"> • Focus Group 1 – Tourism Ecosystem
10:00am-11:45am	<ul style="list-style-type: none"> • Focus Group 2– Tourism Ecosystem
12:00pm-1:45pm	<ul style="list-style-type: none"> • Focus Group 3– Tourism Ecosystem
2:00pm-3:45pm	<ul style="list-style-type: none"> • Focus Group 4– Tourism Ecosystem
13 December 2018 – Workshop – day 1	
8:00-8:30am	<ul style="list-style-type: none"> • Introductory remarks • Refreshment • Group Photo
8:30-10:00am	<ul style="list-style-type: none"> • Session1: Intro & Reviewing the Ecosystem Maturity Map of Montenegro • Interactive Exercise
10:00am-10:15am	<ul style="list-style-type: none"> • Coffee
10:15am-12:00pm	<ul style="list-style-type: none"> • Session 2: Designing the Service Profiles
12:00pm-1:00pm	<ul style="list-style-type: none"> • Lunch
1:00pm-1:45pm	<ul style="list-style-type: none"> • Session 3: Designing the Service Profiles (continued)
1:45-pm 2:00pm	<ul style="list-style-type: none"> • coffee
2:00pm-4:00pm	<ul style="list-style-type: none"> • Session 4: Operationalizing the project framework
14 December 2018 – Workshop – day 2	
8:00-10:00am	<ul style="list-style-type: none"> • Session 5: Operationalizing the Service Strategies
10:00am-10:15am	<ul style="list-style-type: none"> • Coffee
10:15am-12:15pm	<ul style="list-style-type: none"> • Session 6: Designing the Services’ Value Proposition
12:00pm-1:00pm	<ul style="list-style-type: none"> • Lunch
1:00pm-3:00pm	<ul style="list-style-type: none"> • Session 7: Building the platform • Wrap-up and next steps

