

26 – 27  
November

The Egg  
Brussels

## Workshop

### Digital Business Models

**Date and time:** 26/11/2024 at 10:00

**Room:** Press room

#### 1. Objectives of the session

Create a customer journey through the offerings of the thematic working group to give orientation on the services and products offered to customers as well as other EDIHS.

#### 2. Description

In preparation to this meeting the TWG will developed a joint product portfolio. It is the objective to turn this product portfolio into a customer journey during a moderated session. Time permitting we will also spend some time on the marketing and distribution of the offerings.

# EDIH Network Summit 2024

## 3. Agenda

Time	Topic	Speaker
10:00 – 10:15	Introduction	Guido Schwartz, Henrik Welp
10:15 – 10:30	The product portfolio of the EDIHs in the Netherlands – an Example	Tim Franken
10:30 – 10:45	What's a Customer Journey and why do we need one?	N.N.
10:45 – 11:30	Workshop: Creating a customer journey through the Thematig Working Group Digital Business Models Product portfolio	N.N. (moderation)
11:30 – 11:45	Reflecting on possible repercussions of the customer journey on the product portfolio  Time permitting: how do we market our products	N.N.
From to	Closing and wrap up	Guido Schwartz, Henrik Welp