

# Clustermanagement



# Workshop Questions



- Team Marketing
  - Is it important to have a comprehensive Marketing structure? – Why?
  - Who are your customers? – Are there different target groups?
  - How do you communicate with them? – How do you vary your Marketing approaches?
- Team Financial Management
  - How is the cluster financed?
  - At least three models, disadvantages, advantages, steps to be done
- Team Operational Goals
  - What are your operational goals for the next 3 years? Are there Performance Indicators?