

WIN YOUR BID!



Writing successful H2020 proposals: an introductory course

Maximize your chances of proposing a winning H2020 bid with the "Writing successful H2020 proposals" one-day training. In this training, we share the insights that Martel has gained over 20 years' experience, more than 100 successful proposals, and 16 current H2020 projects.

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Learn from our experience.

Practical and effective, this introductory training has been designed to efficiently communicate the lessons we've learned by putting together many successful proposals. It is taught by one of Martel's senior Project Managers, each an experienced ICT expert specialised in European Commission funding, as well as national and international grant programmes, including support to innovative SMEs and Startups.

Teaching through real-world examples and practical exercises, you will be led through what is required to achieve maximum impact from each of the most critical parts of the proposal process, from concept to completion. The training agenda includes:

- **The keys to H2020.** Learn about the H2020 program, its scope and scale, and the underlying keys to writing successful bids. Draw on Martel's decades of experience to find the correct Call, best position your proposal, and write it to win!
- **Unlocking the Excellence Section.** Understand what you need to achieve with your proposal's excellence section, and how to tell its story in the best way to make the reviewers understand what makes it important.
- **Maximising the Impact Section.** Clearly and effectively show how your proposal makes a difference for Europe and the world. Make sure that all of your project's benefits are clear and on display!
- **Completing the Implementation Section.** Make sure your proposal meets all the implementation requirements of the EC template, including a properly formatted work plan, management structure, consortium, and accounting of resources.
- **Filling the Consortium Section.** Innovation can't be done alone. Learn how to properly build your consortium and plan to involve interested third parties, to best support your proposal and win your bid!





SMALL FOOTPRINT, BIG IMPACT

h2020.martel-innovate.com

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Your benefits.

Regardless of your level of experience with H2020, this training can help you in the preparation and delivery of your proposal - and through that, maximising your chances of winning your bid. By participating, you gain:

- Insight into Horizon 2020 programme
- Strategies and techniques to develop your project proposal
- Practical guidance on building your consortium
- Exercises in budgeting and business modelling
- Expert guidance in managing your communication and dissemination
- A stronger understanding of the evaluation process and how it affects your proposal
- Full course materials to study at your leisure
- And much more!

Writing successful H2020 proposals.

Detailed sample agenda

- 9:30 - 9:45 **Welcome message, introductions and agenda overview**
- 9:45 - 10:45 **Starting a new proposal.**
What is H2020 and where to find the relevant information for setting up a proposal.
A general purpose methodology to kick off your proposal development activities.
- 10:45 - 11:00 *Coffee break and networking*
- 11:00 - 12:00 **Excellence Section.**
The proposal's excellence section: telling a good story about your project
- 12:00 - 13:00 **Impact Section.**
The proposal's excellence section: how your proposal makes a difference
- 13:00 - 13:45 *Lunch break and networking*
- 13:45 - 15:00 **Implementation Section.**
Requirement from the EC template (work plan, management structure, consortium, resources)
- 15:00 - 16:00 **Consortium Section.**
Participants and third parties involved

Contact us at h2020@martel-innovate.com for more information
on how we can help you benefit from the H2020 program!