

Contents

Chapter 1 The Innovation Relay Centres' Marketing Process	1
Chapter 2 The Concept of Benchmarking, Definition and Objectives....	9
2.1 Benchmarking background.....	11
2.2 Defining Benchmarking	12
2.3 Types of Benchmarking.....	13
2.4 Benchmarking in Practice.....	16
2.5 The Benchmarking Process	21
Chapter 3 The Benchmarking Consulting Practice applied to the Innovation Relay Centres Network	27
3.1 Benchmarking within the IRC-Network.....	29
3.2 The Methodology	32
3.3 The IRC's Marketing Process Flow and the10 selected benchmarks.....	41
Chapter 4 The IRC Network Benchmarks	45
4.1 Innovation News	47
4.1.1 Brief story of IRC Hessen-Rhineland-Palatinate	48
4.1.2 Newsletters as powerful marketing instruments	48
4.1.3 Methodology.....	51
4.1.4 Performance Indicators.....	59
4.2 Information Seminars	61
4.2.1 Brief story of IRC Northern England and Nord Manche.....	62
4.2.2 Benchmark: Information Seminars.....	63
4.2.3 Methodology.....	65
4.2.4 Performance Indicator	70
4.3 Diapro Extra-Light	71
4.3.1 Brief story of IRC Rhône-Alpes-Auvergne	72
4.3.2 Benchmark: Diapro Extra-Light	72
4.3.3 Methodology.....	73
4.3.4 Performance Indicator	84
4.4 "SEZ Innovation Audit"	85
4.4.1 Brief story of IRC South Germany Deutsch Schweiz	86
4.4.2 Brief Story of "SEZ Innovation Audit"	87
4.4.3 Methodology.....	89
4.4.4 Performance Indicator	94
4.5 InnovationQuest	104
4.5.1 Brief story of IRC Portugal (ISQ)	105
4.5.2 Benchmark: InnovationQuest	105
4.5.3 Methodology.....	110
4.5.4 Performance Indicators	118
4.6 Fairs and Brokerage Events.....	120
4.6.1 Brief story of IRC North Rhine-Westphalia/Malta.....	121

4.6.2 Benchmark: Organisation of Fairs and Brokerage Events.....	121
4.6.3 Methodology.....	122
4.6.4 Performance Indicator	127
4.7 Selling Process Management	136
4.7.1 Brief story of IRC North Rhine-Westphalia/Malta.....	137
4.7.2 Benchmark: the Selling Process Management.....	137
4.7.3 Methodology.....	139
4.7.4 Performance Indicator	141
4.8 Innovative Charging Policy.....	143
4.8.1 Brief story of IRC HELP FORWARD in Greece.....	145
4.8.2 Benchmark: Innovative Charging Policy.....	146
4.8.3 Methodology.....	152
4.8.4 Performance Indicator	159
4.9 Technology Watch Global Offer.....	161
4.9.1 Brief story of IRC Centr'EST.....	163
4.9.2 Benchmark: Technology Watch Global Offer.....	164
4.9.3 Methodology.....	165
4.9.4 Performance Indicator	174
4.10 Praxi Tool IS: the follow-up module.....	175
4.10.1 Brief story of IRC HELP FORWARD in Greece	176
4.10.2 Benchmark: “Praxi-Tool IS: the follow-up module”	177
4.10.3 Methodology.....	178
4.10.4 Performance Indicator	185
Bibliography	187