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# Train-to-NZEB

The Building Knowledge Hubs

## TRAIN-TO-NZEB: BUSINESS PLAN ATTRACTING PARTICIPANTS

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## EXHIBITION AND GRAND OPENING OF CZ BKH

The conference on the occasion of opening of the CZ Building Knowledge Hub, which took place in **Prague on the 02<sup>nd</sup> of March 2017**, was combined with an exhibition of efficient technical solutions and materials (awarded by quality mark Product – technology 2017).





# DEMONSTRATION MODELS





# EXHIBITION AND GRAND OPENING OF CZ BKH



## OBJECTIVES OF CZECH TRAINING CENTER

- ➔ **Training courses for building workers**  
targeting additional qualification of **600 trainees**
- ➔ **Training courses for architects, designers, building engineers, consultants and building managers**  
targeting additional qualification of **120 trainees**
- ➔ **Training courses for non-specialists**  
targeting additional qualification of **180 trainees**

## EXPERIENCE

- ➔ Small market for nZEB courses
- ➔ Usually around 10-15 participants
- ➔ Typical frequency of the courses 2x per year
- ➔ Demand for courses organized in winter
- ➔ Low sensitivity on price of the course
- ➔ People like playing games



# HOW TO ATTRACT PARTICIPANTS? NUMBER OF COURSES

## ➔ Regular training courses for different target groups

- ➔ Design of nZEB and RES technologies
- ➔ Construction of nZEB and quality control
- ➔ Sustainable development, management and use of nZEB

## ➔ NEW courses

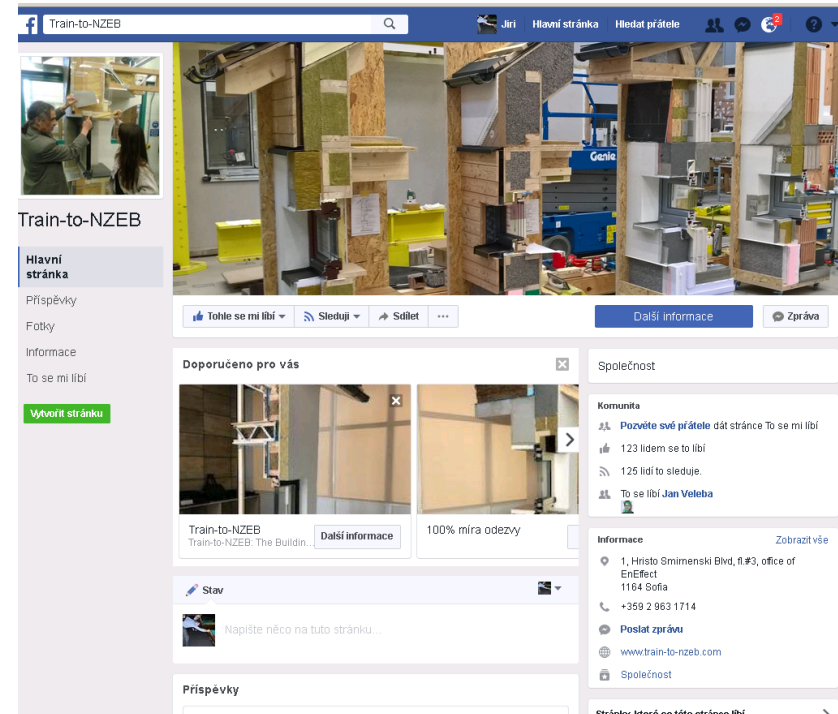
- ➔ Blower-door testing
- ➔ Thermography ...





# HOW TO ATTRACT PARTICIPANTS? SOCIAL MEDIA

- ➔ Webpage of SEVEn
- ➔ Webpage of Train-to-NZEB
- ➔ Webpage of ABF training center
- ➔ Facebook (cooperation of project and SEVEn)
- ➔ Twitter
- ➔ Low No of participants via social media





# HOW TO ATTRACT PARTICIPANTS? OTHER CHANNELS

- ➔ ABF database of participants (5000 addresses)
- ➔ ČKAIT database (30000 addresses)
- ➔ Positive feedback of participants
- ➔ Certificates for successful participants
- ➔ Roll-ups





**Thank you for your attention!**

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