

# 5G-EPICENTRE

Re5hapinG the PPDR Community

## Establishing contact with PPDR entities





# Introduction



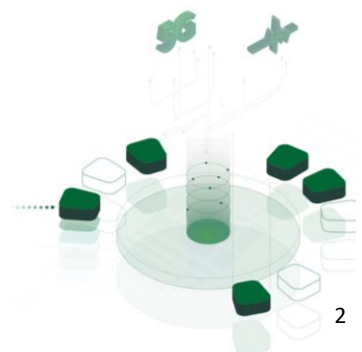
The following guidelines outline a systematic approach for establishing contact with **Public Protection and Disaster Relief (PPDR)** entities and successfully demonstrating the value of **5G-EPICENTRE** and your **PPDR** solutions.

The guidelines emphasize the importance of thorough research, identifying key contacts, crafting an engaging approach, and preparing a compelling proposal tailored to the specific needs of the PPDR entity.

The document provides insights on offering live demonstrations, arranging meetings, and preparing for impactful presentations.

It also highlights the significance of documenting the demonstration process and seeking feedback for continuous improvement.

Finally, the guidelines emphasize the importance of follow-up and relationship building to foster a collaborative and supportive partnership with the **PPDR** entity.





# Making contact

## **Identify the target PPDR entities**

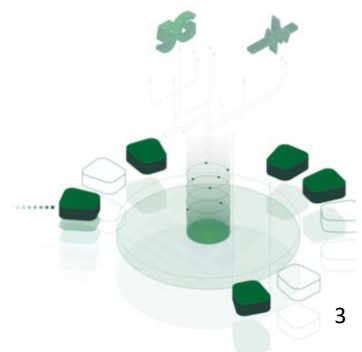
Familiarise yourself with the PPDR entity you wish to approach. Gather information about their operations, current PPDR equipment and clear specific needs. This knowledge will help you tailor your approach and demonstrate the value of 5G-EPICENTRE and the value added by your solution, namely, your PPDR equipment.

## **Identify Relevant Contacts**

Determine the key decision-makers within the target PPDR entity. This is a critical step. The success or failure of your communication attempt and respective demonstration depends on whom you will approach. In cases where you are unaware of the structure of such organisation, try to reach their public department and collect the contacts of those in charge. Seek to understand who in charge has the power to rule over such a potential demonstration.

## **Craft an Engaging Approach**

Begin your communication with an engaging introduction. Clearly state your purpose, highlighting the benefits of 5G-EPICENTRE and the unique features of your PPDR solution. Using your previous research, address any specific challenges or pain points that your PPDR solution may help solve.





# Making contact

## **Prepare a Compelling Proposal**

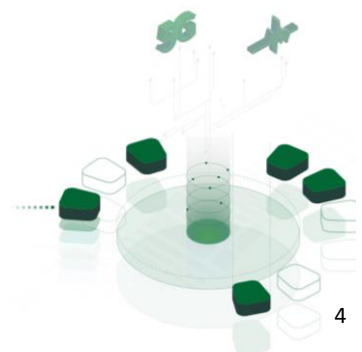
Develop a well-structured proposal highlighting the key aspects of your PPDR equipment. Include technical specifications, performance capabilities, compatibility with existing systems, and relevant certifications. Describe real-world use cases and success stories that demonstrate the effectiveness of your equipment in similar scenarios (previous demonstrations and received feedback may be reported here).

## **Customise the Proposal**

Tailor your proposal to address the specific needs and requirements of the PPDR entity you are approaching. Showcase how your equipment can integrate seamlessly with their existing infrastructure, enhance their operations, and improve the safety and effectiveness of their teams. Make it clear that your solution is designed to meet their unique challenges.

## **Offer a Demonstration**

Propose a live demonstration of your PPDR equipment to provide the PPDR entity with a hands-on experience. Such a demonstration will allow them to witness its functionality, performance, and potential benefits first-hand. Highlight the flexibility of your solution, allowing them to choose the scenario or situation they would like to simulate. Encourage the entity to allocate real PPDR teams to this activity since they are your solution's potential end users instead of administrative or high-ranking personnel.





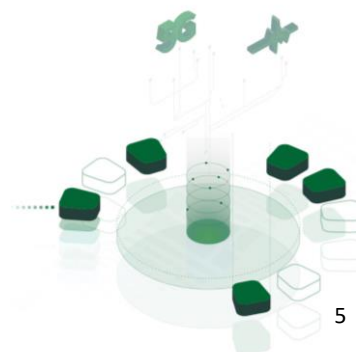
# Making contact

## **Arrange a Meeting**

Request a meeting with the relevant contacts to present your proposal and discuss the demonstration in detail. Clearly outline the objectives of the meeting and the agenda you wish to cover. Be flexible with scheduling and offer to accommodate their availability. If possible, try to arrange a physical meeting at a location convenient for them.

## **Prepare for the Meeting**

Before the meeting, thoroughly prepare your presentation. Anticipate questions or concerns the PPDR entity may have and be ready with clear and concise responses. Rehearse your demonstration to ensure a smooth and impactful experience. Bring supporting materials such as brochures, case studies, or reference contacts to strengthen your credibility. Ideally, consider providing a reduced-scale demonstration during the meeting to enhance their opinion of your solution, thus increasing their interest.





# Demonstration

Beyond the demonstration itself, the a posteriori dissemination is equally important. As such, remember to continuously register the different activities by taking pictures and recording videos of the various validation activities, meetings, rehearsals and, of course, the demonstration itself. Also, from an early stage, try to collect from everybody involved their permission for image capturing and video footage to elaborate a video for recording the event.

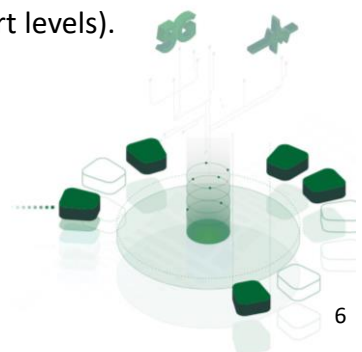
## **Prepare the demonstration**

Ensure you arrive on site with enough time to test and validate your solution. Depending on the number of components involved, consider arriving at least five days in advance so you have time to validate all of the components and solve any last-minute problems.

Another preoccupation must be to arrange a presential meeting with the PPDR entity to define/revise the plan. In cases where more than one entity is involved, at least one meeting must be organised with all the parties involved, besides individual meetings (with each one of the parties), if needed.

## **Train the demonstrators**

Take the time to speak with the demonstrators, especially with the PPDR agents that will play a role in the scene, to introduce them to your PPDR equipment. If possible, try registering their first impressions of the equipment (namely, on usability and comfort levels).





# Demonstration

## **Conduct Rehearsals**

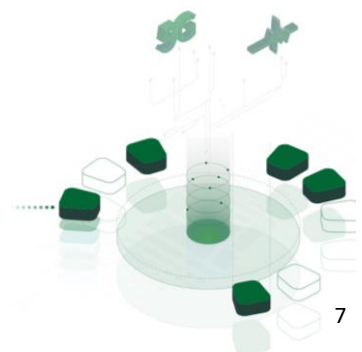
Consider conducting at least two full rehearsals before the event itself. These will be useful to fine-tune all the details that perhaps were left open in the initial plan and will help you achieve a successful demonstration.

## **Demonstration day**

Make sure to arrive on site early and test everything one last time. Before the event starts, ensure to provide an overview of the demonstration, especially if the PRESS will cover the event. During the event, be ready to react to any malfunction of any equipment.

After the event, make sure to allocate dedicated time to collect feedback from all the participants involved. Consider creating a structured feedback form or questionnaire to collect their opinions. You may also consider conducting one-to-one or group interviews. Seek to capture both positive aspects as well as areas for improvement.

Prepare your demonstration team to present the features and benefits of your PPDR equipment effectively. Conduct thorough training sessions to ensure they deeply understand the equipment, its operation, and its advantages. Train them to communicate clearly, address questions, and engage with the first responders during the demonstration.



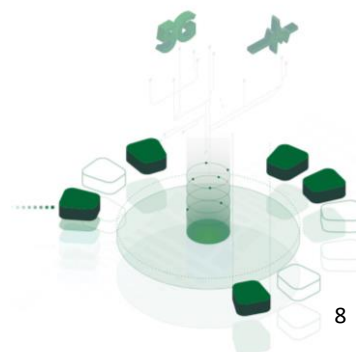


# Follow-up

## **Relationship building**

Consider preparing a short text describing the conducted activities within the next week after the event so that it may be disseminated through the project channels. If possible, in parallel, start working on the demonstration video, so it may also be used as dissemination material.

After the demonstration, maintain regular communication with the PPDR entity. Express appreciation for their participation and feedback. Address any specific questions or requests for additional information that may have arisen during or after the demonstration. Provide ongoing support and foster a collaborative relationship to ensure the PPDR entity feels valued and supported.







# Contact us

*For further inquiries about 5G-EPICENTRE, please feel free to reach out to our team.*

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