



About IDM



Name: IDM (Innovation, Development, Marketing)

Sector: Marketing

Employees: 200

Standing for Innovation, Development and Marketing, IDM Südtirol is a trailblazer for economic development in South Tyrol. They provide services to business people and entrepreneurs, aiming to ensure sustainable growth and development that will boost the competitiveness of local firms.

IDM encourages internationalization and innovation, with a particular focus on small and medium-sized companies, and promotes investment in South Tyrol. They also help film-makers bring their projects to life. Their targeted tourism marketing activities bolster the South Tyrol brand – and their agricultural marketing provides a showcase for quality products from the region.

www.idm-suedtirol.com

The Starting Point

As a service provider for small and medium-sized companies, IDM Südtirol keeps an eye on the economic sustainability and competitiveness of local businesses and tries to help local companies and filmmakers with innovation projects. In addition, IDM helps to strengthen the South Tyrol brand through targeted tourism marketing and promotes regional products with agricultural marketing campaigns.

During the Corona crisis, IDM South Tyrol encountered a great challenge. More than ever, it was important to support local companies with all means and to improve their competitive position with innovation and new ideas.

The Goal

Following the outbreak of the COVID-19 crisis, IDM South Tyrol launched an initiative to actively support local businesses and help them find creative, innovative solutions to the emerging challenges.

The Solution

In the course of PDAgroup's Design Thinking Workshop, the IDM team worked in small groups looking for customer-centric and innovative solutions for the new challenges. The groups developed a social media campaign, designed an innovative virtual Touch Point for South Tyrol Experiences, and simulated an optimized process for their customers. The ideas for improving competitiveness, such as the virtual Touch Point, were developed by different entrepreneurs. Within the scope of „South Tyrol Marketing“ the entrepreneurs optimized and implemented these ideas in cooperation with IDM. The Design Thinking Workshop Series went on for five weeks (three hours per week).

Success Story

Virtual Design Thinking with IDM

Due to the Covid-19 pandemic, the Workshop took place exclusively online. Nevertheless, the virtual implementation didn't undermine the effectiveness of the workshop series. The participants described the virtual collaboration during the workshop as a very positive experience. They especially highlighted the effective communication when dealing with complex problems. In addition, there was a lot of positive feedback about the innovative methodology, which they subsequently used and tried out in the individual companies.

About PDAgroup

PDAgroup supports companies from a wide range of industries in the training and further education of their employees, as well as the development and implementation of their individual digital strategies.

Before each training or coaching, the strengths, weaknesses, and the potential of the company are identified using specialized consulting and analytical tools to guarantee optimal training success. To date, PDAgroup has organized more than 4000 enablement events with over 30,000 participants.

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“ Especially in times of the Corona crisis, the Virtual Design Thinking Workshop offers the opportunity to stay active and develop creative and user-centered solutions without much effort. ”

Jürgen Röggl
IDM Südtirol

“ We were enthusiastic about the implementation of the workshop and are now looking forward to the further development of the prototypes that we have created. ”

Manuela Irsara
IDM Südtirol

“ Thanks to the Design Thinking approach, we have come up with many new ideas. For me, it was exciting to realize that the workshop's virtual format was rather an advantage than a disadvantage since it helped us to stay focused and work effectively. ”

Daniel Defranceschi
Startup entrepreneur in the film industry