



## Information from practice – brief and to the point

Virtual meeting concept “Schon gewusst? IQ Zeit...” provides helpful food for thought in the IQ Network Thuringia



### **IQ | GOOD PRACTICE** in a nutshell

**Addressees for transfer:**  
Employment authorities,  
advice centres, education providers  
and companies

**Virtual meeting concept**  
**“Schon gewusst? IQ Zeit...”**  
**(“Did you know? IQ time...”)**

“Schon gewusst? IQ Zeit...” is a virtual meeting concept enabling subprojects in the areas of “Development of intercultural competence of key labour market stakeholders” and “Ensuring supply of skilled workers and skilled worker integration” in the Network IQ Thuringia to provide a clear and practical insight into their offers and ways of working. For 30 minutes twice a month, brief and to the point input is provided. The subprojects are responsible for the content and design of the current themes. The coordination office of the Thuringia regional network promotes the concept and takes care of the technical aspects.

#### **Project:**

Coordination and Public Relations at the  
IQ Network Thuringia

#### **Provider:**

Bildungswerk der Thüringer  
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#### **Provision:**

More information is available at  
[https://www.iq-thueringen.de/  
mehr-iq/iq-zeit](https://www.iq-thueringen.de/mehr-iq/iq-zeit)

All previously published IQ Good  
Practice examples can be found at  
[www.netzwerk-iq.de](http://www.netzwerk-iq.de).

#### **Starting point/challenge**

An important focus of the work at Network IQ is advising companies, municipal administrations as well as job centres and employment agencies on intercultural themes and skilled worker immigration. To maintain contact with the target audience during the coronavirus pandemic, the regional coordination office of Network IQ Thuringia launched a new virtual meeting series entitled “Schon gewusst? ... IQ Zeit” (“Did you know? IQ time...”). This provides those interested with an insight into the network's areas of work and their subprojects – and does so in brief, succinctly and online.

#### **Implementation of the meeting concept**

The concept for the virtual meeting format was developed jointly by subproject staff and the PR team at the Thuringia IQ regional coordination office. The concept and content for each meeting is designed by the subprojects. Individual aspects are taken from the extensive IQ spectrum and presented in a very targeted way. This generates curiosity and a way of linking with contact partners. The 30-minute format is kept intentionally brief and compact. This presents a challenge for subproject staff as the usual presentation of offers is replaced by individually taught sequences, case studies or even an interview. The PR team takes care of promotion, administration of participants and deals with technical aspects of the meeting. The video conferencing tool “GoToMeeting” is used for the technical implementation. The virtual format is ideal for providing a brief but informative insight into project offers. Participation is very straightforward and easy to access. New and creative presentation methods mean that existing barriers can be removed – in turn increasing motivation to take a closer look at the topic areas. The “IQ Zeit” is intended to build a bridge to more in-depth offers and advice, in particular from the areas of intercultural competence development and skilled worker immigration. So far, a broad



range of topics has been examined from an interview series with experts on issues relating to employment and integration of foreign specialists and workers, to intercultural opening and practice through to anonymous application processes.

#### **Conclusion**

The virtual event concept “Schon gewusst? IQ Zeit...” has been offered twice a month since February 2021 on the first and third Thursday of the month. In 15 events in the first year of implementation, around 140 participants were reached who in some cases booked multiple events. The feedback they provided via an online tool was entirely positive – the concept was very well received. Individual subprojects report that “IQ Zeit” has enabled them to generate new interest in their offers.

# Huge demand for topicality

“Schon gewusst? IQ Zeit ...” provides information using specialist input, case studies and training sequences

How can healthcare organisations be best prepared for international skilled workers? What does that have to do with intercultural opening? The virtual event concept “Schon gewusst? IQ Zeit... für Öffnung!” (Did you know? IQ time... for opening!) provided a brief overview and initial answers to these key questions in September 2021. It takes, after all, an average of 150 days before a vacancy in the nursing sector can be filled in Thuringia. Participants discovered that 50% of the skilled worker shortage in Germany could be absorbed by workforce diversity. For this, however, operational requirements would need to be put in place. The working atmosphere in a company, for example, can

## SCHON GEWUSST? IQ Zeit ...



be improved through language mentoring. In the ideas talk delivered by “IQ Zeit... für eine passende Antwort!” (“IQ time... for a good response!”), a series of approaches and options are presented for how to deal with resentment among colleagues. “IQ Zeit” organisers generally work use a range of different methods. Depending on the theme, there is some specialist input, a case study or example project, or an interactive training sequence. All meetings include time

for questions or comments from participants. Feedback at the end via the online tool gives organisers a key indicator as to the quality of the meeting, as well as important pointers for future meetings. There is a huge demand for meetings to be topical, and therefore, as early as April 2021, questions and answers on skilled worker immigration during the pandemic were discussed in “IQ Zeit... für eine gelungene Einreise!” (“IQ time... for a successful entry!”). “Getting so much new information explained in just half an hour, in such a short space of time, is perfect – I want more,” is more or less typical of the feedback which organisers receive on a regular basis.

Three questions for Sara Holzner, PR assistant at the coordination office of the IQ Network Thuringia

## “Feedback shows we’re delivering what people need right now”



### *What is innovative about the meeting format?*

The subject areas in IQ are often very complex. A huge number of events can initially cause uncertainty and even a degree of confusion. Using the “IQ Zeit” concept – the main feature of which is its brief and succinct style – we have tried to reduce the broad subject areas to their essential content and by doing so make them easy to access. Above all we want to generate interest. Focusing on individual components

from the IQ offers makes everything easier to access. This offer has been well received and feedback on the format and content has been entirely positive. We are obviously getting it right and delivering what is needed now!

### *Is the concept easily transferable?*

Basically, we’ve taken individual elements from our IQ offers relating

to our core themes such as short training sequences or interviews with managers and network partners, and made this accessible using a short format. In keeping with the KISS (Keep It Simple, Stupid) principle, the focus is on individual themes, and participants are encouraged to reflect and ask questions. Because the format is offered virtually, it can be transferred very easily to other content and in other networks once the technical requirements are in place.

### *How useful is the format over the long term?*

The main result of the short inputs from “IQ Zeit” is that participants are motivated to follow this up and look into the topics addressed in greater depth. Contact with the relevant specialist experts from the network is established. Those who can see in an “IQ Zeit” that it would be worth exploring a topic in greater detail can find starting points in the related IQ offers. This achieves growth over the long-term in numbers of participants for the varied offers provided by the regional network.

#### Publication details

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[www.netzwerk-iq.de](http://www.netzwerk-iq.de)

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#### Network IQ

The Network “Integration through Qualification (IQ)” aims at sustainable improvements in the labour market integration of adults with a migration background. The programme is funded by the Federal Ministry of Labour and Social Affairs (BMAS) and the European Social Fund (ESF). Partners in implementing the programme are the German Federal Ministry of Education and Research (BMBF) and the Federal Employment Agency (BA).

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