

**INVITATION FOR:**

# **COWORKING**

## **Management Training**

**21. - 22.1.2026**

Passail &amp; Weiz | Styria | Austria

**REGISTER HERE!**

# 1<sup>st</sup> day: 21.1.2026



**Venue: Passail, Postwirt | Styria | Austria**

Hotel & Workshop Location: Postwirt | [www.postwirt-tober.at](http://www.postwirt-tober.at)

**9.30 - 10.00 Arrival of attendees**

**10.00 - 11.00 Teambuilding** [Zirm]

- presentation of Passail / Weiz
- presentation and activation of attendees

**11.00 - 12.00 Module 1 - WHAT COWORKING IN RURAL AREAS MEANS - USING THE EXAMPLE OF THE FEDERAL STATE OF LOWER AUSTRIA - CHALLENGES AND POTENTIAL** [Bartz] - online

- presentation of the current study
- challenges & potential
- options for action
- questions and discussion with the expert

**12.00 - 12.15 SHORT COFFEE BREAK**

**12.15 - 13.00 Module 2 - TRANSFER TO YOUR OWN REGION AND FLASHLIGHTS BY TOBIAS KREMKAU** [Zirm & Kremkau]

**13.00 - 14.00 Lunch on site** (Postwirt)

**14.00 - 14.50 Tour: Passail and its potential for workation**

**15.00 - 16.00 Module 3a - WHY DIGITAL VISIBILITY IS JUST AS IMPORTANT AS HIGH-PERFORMANCE INTERNET** [Götz]

- presentation of the analysis of regions in terms of the positioning of "coworking" on the internet
- concrete recommendations for action
- implementation of initial steps - as far as possible
- questions and discussion with the expert

**16.00 - 16.20 COFFEE BREAK**

**Interreg**



EFOP-3.3.1-15-2014-00008  
Slovenija – Österreich

**COWORKING.NET**



**BSC**  
Podjetno podprtji center Kranj  
Regionalna razvojna agencija Slovenije

**ZRS Bistra**  
P T U J

**W.E.I.Z.**  
Innovationszentrum  
für Freizeit, Freizeit- & Wirtschaft

**Passail**  
Marktgemeinde

16.20 - 18.00 **Module 3b - WHY DIGITAL VISIBILITY IS JUST AS IMPORTANT AS HIGH-PERFORMANCE INTERNET** [Götz]

18.00 - 18.30 **Module 4 - FIRST DAY'S HARVEST & NETWORKING / TEAM BUILDING** [Zirm]

- small group exchange
- Insights from expert input and implications for the further development of your own coworking space

19.00 **Dinner** (Postwirt)

20.30 **Closing ceremony & networking  
by the fire with mulled wine and chestnuts**





## 2<sup>nd</sup> day: 22.1.2026

Venue: Weiz, Hauptplatz 12

Styria | Austria | [www.hauptplatz12.at](http://www.hauptplatz12.at)

9.30 - 10.15 **Tour and presentation of »Hauptplatz 12«**

Coworking Space Weiz

10.15 - 12.15 **Module 5 - TREND STUDY “MEHRWERTORTE - TRENDS AND OPPORTUNITIES FOR RURAL COWORKING IN 2025” [Kremkau]**

- new momentum for rural coworking movement
- increasing awareness of the decline of traditional meeting places in rural areas
- filling the gap and developing into places of added value
- key role as venues for community and public services in their localities

12.15 - 12.45 **Coffee Break**

12.45 - 13.30 **Module 6 - INSIGHTS FOR YOUR OWN COWORKING SPACE AND THE SURROUNDING REGION [Zirm]**

- what are our main challenges & potentials – first / next steps
- our digital visibility & branding – first / next steps
- how to strengthen our coworking manager network
- added values to our coworking spaces

13.30 - 14.00 **Module 7 – EVALUATION OF TRAINING [Zirm]**

14.00 **Lunch and farewell**

## OUR EXPERTS



"Coworking makes a decisive difference for communities in rural areas. That's because coworking brings people together and strengthens the local economy. Our research findings clearly demonstrate this."

## Michael Bartz

IMC University of Applied Sciences  
Krems | Austria

"In a world where AI is changing search behavior, digital visibility is more important than ever. Coworking spaces that make a convincing on-line impression will win the future. Those who are visible will be found. Those who are found can grow."

# **Evelyn Götz**

crosseye Marketing



# OUR EXPERTS



“When we talk about coworking in rural areas, we’re not just talking about jobs, but about vibrant infrastructure. These places strengthen communities, create opportunities, and show how modern work can function outside of big cities.”

**Tobias Kremkau**  
CoWorkLand eG



“Cooperation is a future skill. Coworking is the starting point for cooperation.”

**Marie-Theres Zirm**  
cardamom

# More informations

Costs for accomodation, meals and training will be covered by the COWORKING.NET project.

For further information, please contact:

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**Number of attendees is limited, so please register as soon as possible.**

Join us and be part of shaping the future of coworking in rural areas!

**REGISTER HERE!**

