



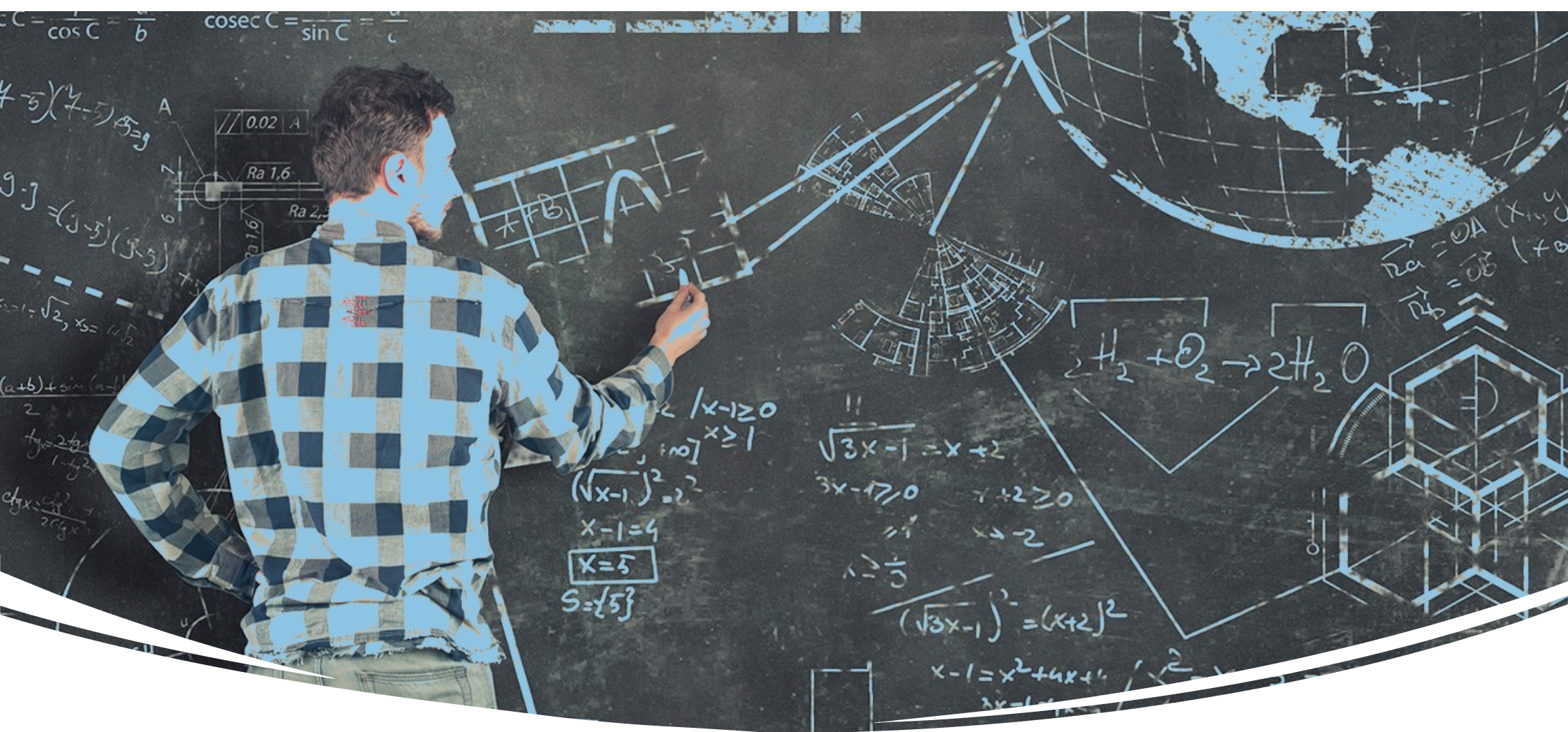
UNIVERSITÀ
POLITECNICA
DELLE MARCHE

Project Erasmus+ B.I.G. Final Transnational Meeting and Dissemination Event

Prof. Silvio Cardinali

**Ancona, 17th October 2022
Marche Polytechnic University**





Intellectual Outputs UNIVPM involvement

- IO1 – TRAINING PROGRAM TO DEVELOP DIGITAL, INTERNATIONAL BUSINESS SKILLS
- IO2 – OPEN EDUCATION RESOURCES ON DIGITAL INTERNATIONALISATION
- IO3 – COMPANY CHECK-UPS
- IO4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING
- IO5 – LEARNING ENVIRONMENT



Intellectual Outputs UNIVPM contribution

IO1 – Training Programme to Develop Digital and International Business Skills

- Field analysis and National Focus Groups;
- Definition of the Training Programme;
- Definition of the organizational-management aspects of the training programme.

IO2 – Open Education Resources on Digital Internationalisation

- Digital Business Promotion and User Experience;
- eCommerce and International Marketplace;
- SEO (Search Engine Optimisation) and SEM (Search Engine Marketing);
- Digital PR in the global market;
- Conversational Marketing.

IO3 – Company Check-ups

- Two companies surveyed:
 - a) Company 1 specialising in the production of dietary supplements without chemical additives;
 - b) Company 2 creating and implementing IT systems for banks, insurance companies and brokerage companies.
- 37 trainees active in the survey, analysis and report creation.



IO4 – Educational Sketch-Coms on Conversational Digital Marketing

COORDINATOR

Marche Polytechnic University (Italy)

OBJECTIVE

Trainers will conduct Action Learning Sessions to the project target group made of 80 selected workers in the 5 partner countries teaching the techniques to elaborate a narrative text that could be used in the design, scripting and interpreting sketch-coms in typical situation of Conversational Digital Marketing relationship.

Sketch-coms are realistic simulations of direct relationships with potential consumers and they could be useful to adapt interpersonal digital communication techniques to different socio-economic contexts, to apply problem solving and decision making techniques to overcome problems linked to the heterogeneity of customers needs or expectations.

TASKS

Provision of action learning session: definition of the methods, training sessions to 80 almost 80 workers coming from all the 5 countries partners.

Production of the sketch-coms: shooting, selection of images and music, graphic editing, assembly and production of sketch-com from each national group and translation in English for subtitles.

IO5 _ Learning Environment OER

IO5 – Learning Environment

Intellectual
Outputs
UNIVPM
contribution

- Development of the learning environment: definition of the working plan, criteria for teaching materials, graphic solutions;
- Training courses planning: organisation of training activities;
- Testing, monitoring and evaluation of the training programme: activation of the procedures for the access to OER resources, teaching materials, tools for the check-ups, sketch.com;
- Final report on testing.



Project Erasmus+ B.I.G. Multiplier Event

Mogliano (MC)
in cooperation with CDO Marche SUD



UNIVPM B.I.G. Multiplier Event

Meeting DISSEMINATION EVENT

Date 3/10/22

Place FALERONE

MEETING REGISTER

NAME AND SURNAME	ORGANISATION	EMAIL	SIGNATURE
LUCA MARELLI	C&D SERVIZI	LUCA.MARELLI@C&DSERVIZI.IT	
GIORGIO TALONI	ADRIATICA OLI	giorgio.taloni@adriaticooli.com	
ANDREA PALLANONI	AXIS ITALY	andrea.pallanoni@axis.it	
FRANCESCO SCITALE	CDO MARCHE IUD	francesco.scitale@comunicazione.com	
CARMELA TILCAIS	CDO MARCHE SUD	carmela.tilcais@gmail.com	
STEFANIA STACCHIONI	IL FANO COOPERATIVA SOCIALE	stefania.stacchioni@ilfano.it	
GIORGIO SCITALE	CDO MARCHE SUD	giorgio.scitale@comunicazione.com	
MASSIMILIANO DI PAOLO	CDO MARCHE SUD	massimiliano.di.paolo@comunicazione.com	
VALERIO PLACIDI	GROTTINI LAB SVI	VALERIO.PLACIDI@GROTTINI.LAB.COM	
TOMMASO D'ANGELO	ADRIATICA OLI S.R.L.	tommaso.dangelo@adriaticooli.com	
VITTORIO RELLAGIANA	LOGOS	vittorio.rellagiana@logos.it	

ALESSANDRA NAUOMO

GOODCOM

ALESSANDRA.NAUOMO@GOODCOM.IT

SILVIO CARDINALE

UTCLUDIT

SILVIO.CARDINALE@UTCLUDIT.IT







UNIVPM benefits of the Project



Academics

Access to interesting and engaging teaching materials and courses

Acquisition of new knowledge and methodologies

Expansion of scientific and professional network

Entertainment and fun



Trainees

Access to interesting and engaging teaching materials and courses

Fulfilling new educational standards

Enhancing competences and skills