

B.I.G-Businesses' International Growth

Final dissemination event

Ancona, 17th October 2022

Agenda

Monday 17th October 2022

14.00 Registration and Welcome by Gino Sabatini, the President of the Chamber of Commerce of Marche

14.30 Presentation of the project results (by CCIAAM)

15.00 Presentation of the results of the experiments and analysis of the feedback from the beneficiaries (all the partners)

16.00 Coffee break

16.30 OER and movie education methodology applied to businesses (UNIVPM)

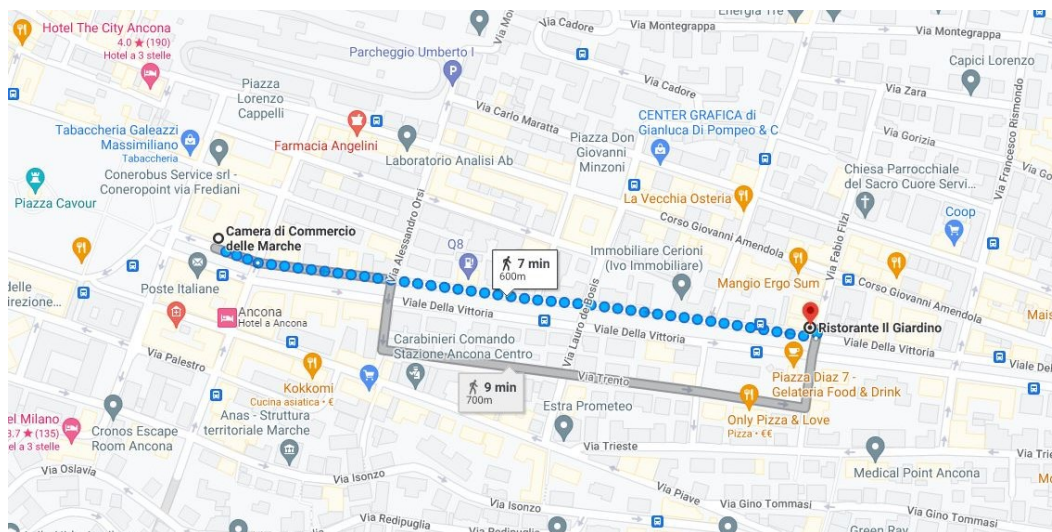
17.00 OER and Movie Education - results and presentation of the videos made (CONFORM)

20.00 Dinner at the Restaurant Il Giardino

Dinner

Ristorante Il Giardino

Via Fabio Filzi 2, 600 metres from CCIAAM



Dinner

Alternative menu

Antipasto

Polpo arrostito con crema di topinambur pomodorino confit e chips di patata viola

Primo piatto

Risotto codine di scampi, asparagi e Varnelli

Secondo

Filetto di rombo alla griglia in crosta di patate con lardo di colonnata

Dessert

Acqua, vino, caffè,

Antipasto

Carpaccio di baccala

Primo piatto

Ciavattoni con stoccafisso all'anconetana

Secondo

Stoccafisso all'anconetana

Dessert

Acqua, vino, caffè,

Agenda

Tuesday 18th October 2022

9.30 Administrative and financial issue, final report

10.30 Communication results

11.00 Coffee break

11.30 Impact evaluation and quality monitoring

12.30 Light lunch

The objectives of the project

The “B.I.G” project aims to **increase** the **digital, international, business and financial management skills** of 80 workers of small companies in Italy, Spain, Slovenia, Greece and Poland functional to define the correct and sustainable planning of digital, international company projection.

The project intends to:

- co-elaborate a European, **blended training supply** which is innovative and in line with the needs of workers and companies to improve their development opportunities in the globalized economy
- test the learning path with at least **80 workers** from European small businesses involved in the partnership
- align a group of partnership trainers, involved in an international mobility to acquire the methodological references of **Movie Education** and guide learners through action learning activities to create educational **sketch-coms**.

Intellectual outputs

1. Training program to develop digital, international business skills

Field and analysis focus group

Definition of the training programme

Definition of the organisational – management aspects of the training programme

2. Open Education resources on Digital Internationalisation

Drafting of the feasibility study

Preparation of the storyboard for content processing

Content processing and translation of text in national languages

Release of the multimedia product

3. Company check-ups

Design of corporate check-ups

Conducting company check ups

Intellectual outputs

4. Educational sketch-coms on conversational digital marketing

Provision of action learning sessions

Production of the sketch-coms (at least 1 for each participant country)

5. Learning Environment

Development of the learning environment

Educational and organisational planning

Testing of the training programme

Monitoring and evaluation of the training programme

Final reports

Additional tasks to IO5

Educational TV Programme

Partnership

Chamber of Commerce of Marche (Italy)

Italian Chamber of Commerce of Thessaloniki (Greece)

Polish Chamber of Commerce of Importers, Exporters and Cooperation (Poland)

Università Politecnica delle Marche (Italy)

Poznan University of Economics and Business (Poland)

Conform (Italy)

Formacion y Education Integral (Spain)

AKMI (Greece)

GZS – CPU (Slovenia)

ASECOM (Spain)

BSC, Poslovno Podporni Center (Slovenia)

Partners' meetings

Kick-off meeting

Poznan (POL), 12th December 2019

2nd Partners' meeting

Hold online on 30th October 2020 (expected in Ljubljana)

3rd Partners' meeting

Hold online on 10th and 13th September 2021 (expected in Thessaloniki)

4th Partners' meeting

Hold online on 14th and 15th February 2022 (expected in Madrid)

Final meeting

Ancona (ITA), 17th and 18th October 2022

Mobility of teachers/partners trainers

Aims

The mobility a methodological upskilling process that focuses on storytelling (3 days), as a didactic model that, focusing on the immediacy and communicative effectiveness of film language, is able to make processes and courses of continuing training of workers evolve and on conversational digital marketing (2 days) as an emerging theme of client relationship building on an international level.

Programme (5 days, online)

4 and 5 October 2021: Introduction to storytelling; storytelling an movie education

12 October 2021: Storytelling and movie education

18 and 19 October 2021: OER revision and Laboratories for Simplified track creation; Other Education tools for trainers to be used in the Laboratories.

Coordinators: Università Politecnica delle Marche and Conform.

Training programme

Aims

The training programme has been created with the professional support of the partnership and is organised on 13 modules, covering the main business topics in terms of digital innovation as a support to internationalisation; every module has been enriched with further materials as papers, reports and presentations. A storytelling has been drawn from modules to create the video pills.

Participants: 89 (the target was 80)

23 Italy

19 Slovenia

17 Poland

15 Greece

15 Spain

Training programme

13 Modules

- 1) Cultural differences and intercultural competencies in International Marketing
- 2) Introduction to International Marketing and Sales
- 3) Payment, logistic and legal competencies
- 4) Web design and content development for international markets
- 5) SEO and SEM
- 6) Social Media Marketing
- 7) eCommerce & International marketplace
- 8) Online Market Research
- 9) Trend analysis and Data Analytics
- 10) Mastering the use of digital tools
- 11) Musts and new opportunities with Artificial intelligence and deep learning
- 12) Cross cultural communication
- 13) Online communication and tools

Training programme

Badges report

The badge is awarded to people who successfully complete the Course for Digital and International Business Management Expert developed by the "BIG - Businesses' International Growth" Erasmus+ project partnership. The expert has the digital and international business management skills for a correct and sustainable planning of the international digital projection of companies.

Badges: 15

7 Poland

5 Italy

2 Greece

1 Slovenia

Check-ups

Aims

Check-ups consist in a testing activity of the training program which, under the guidance and supervision of the partners' referees, will be directly realized by the course beneficiaries in the context of work-based learning experiences in their own companies. The analysis covered different areas as commercial, logistic, marketing channels, legal aspects, payments systems with the aim to discover how the company is ready for the international challenges using digital tools.

13 check-ups, at least 2 for each participant country

Italy: Damiano Latini and Teamsystem

Slovenia: Triglav and M-Orel

Poland: 2 companies

Greece: Alter Ego NGO, Geogastronomy George Palisidis and Italian Chamber of Thessaloniki

Spain: 5 companies

Sketch-coms

Aims

The workers have been involved in the transnational mobility, to learn the techniques to elaborate a narrative text to use in the design, scripting and interpretation of sketch-coms to stage and interpret typical situations of Conversational Digital Marketing relationships, to establish direct relationships with potential customers.

This action wanted to strengthen various dimensions (cognitive, value, emotional, relational) as a personal and professional development strategy, investigate the socio-economic characteristics of specific countries, develop a narrative text, define the script, implement creativity, team working, problem solving and time management techniques, interpret and stage situations, behaviours and skills typical of digital conversational marketing.

Sketch-coms

List of sketch-coms

- 1) "The first weeks of a new employee in the company" by Greek participants
- 2) "A volte basta poco per cogliere un'opportunità..." by Italian participants;
- 3) "Holy cow Milka" by Slovenian participants
- 4) "Importancia de la investigación de mercados" by Spanish participants
- 5) "Once upon a time without a cloud..." by Polish participants

Educational TV Programme (additional tolls to IO5)

PARTNER	INTERVIEWED	ROLE
UNIVPM	Pia Hautamaki	Professor of Tampere University of Applied Sciences
UNIVPM	Karina Burgdorff Jenses	Research Assistant at the Aalborg University Business School
CCIAAM	Elisa Scindoni	Marketing and Sales Salumificio Ciriaci
CCIAAM	Gianni Emidi	Innovation Manager IPSA
FEI/ ASECOM	Mario Garcia	Professor at the Spanish Foreign Trade Institute
PUEB + Chamber	Piotr Józefowski	CEO of Geopart Ltd.
PUEB + Chamber	Janetta Sałek	Board Member of Ever Ltd.
PUEB + Chamber	Agnieszka Pawłowska	CEO of Global Strateg Ltd.

Educational TV Programme (additional tolls to IO5)

PARTNER	INTERVIEWED	ROLE
CPU	Zdravko Počivalšek	Minister of Economic Development and Technology (MGRT)
CPU	dr. Stanislav Raščan	State Secretary at the Ministry of Foreign Affairs
CPU	Mag. Aleš Cantarutti	Director General of the Chamber of Commerce of Slovenia
CPU	Denis Redonnet	Chief Trade Compliance Officer (European Commission),
CPU	Andrej Čuš	State Secretary at the Ministry of Economic Development and Technology
CPU	Outi Slotboom	Director of Strategy and Economic Analysis at EC DG for the Internal Market, Industry, Entrepreneurship and SMEs
AKMI - Chamber of Thessaloniki	Melina Kotrotsou	Marketing & communications officer

Thanks for the attention!