

**“B.I.G. - Businesses’
International Growth”**
2019-1-IT01-KA202-007423

FINAL CONFERENCE
17° October 2022

BIG

IO 2: OPEN EDUCATIONAL RESOURCES ON
DIGITAL INTERNATIONALISATION

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION

On the basis of the training program (IO1), the partners defined the contents of the OERs, dividing the work to research and elaborate the contents of the educational pills referring to the following macro-areas of knowledge:

- ✓ **Digital Business Promotion and User Experience:** methods and techniques to acquire and transmit great confidence, authority and commercial capacity to potential foreign B2B and B2C partners and customers
- ✓ **eCommerce & international Marketplace:** models to sell directly online in western and eastern markets, planning the required strategies, timelines and investments in a consistent and realistic way
- ✓ **SEO (Search Engine Optimisation) and SEM (Search Engine Marketing):** methods and techniques to position themselves on Google, Yandex (Russia), Baidu (China) and Naver (Korea) to intercept the demand and be evaluated sooner (and better!) than competitors
- ✓ **Digital PR in the global market:** how to become the most authoritative voice in the market niche and convert customers into supporters of the Brand through Blogging, Social Networks and advanced Marketing
- ✓ **Conversational marketing:** methods and techniques to personalize conversations; speed of reaction and information sharing; improve the reputation of the company, the product and service offered; create new collaboration channels for customer care and sales.

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION



The **OER - OPEN EDUCATIONAL RESOURCES** set were developed with the interactive video training approach with strong elements of didactic and methodological innovation, increasing the digital integration of learning activities focusing on experientiality in a virtual, contextualized, simplified and symbolized reality.

The **transferability and adaptability** of the product allowed the target group to:

- ✓ Strengthen the real positioning in the global, online, trading niche
- ✓ Face international competitors on Digital and Retail channels
- ✓ Use "World-wide Promotion" more effectively
- ✓ Put into practice Digital, Mobile and eCommerce Strategy oriented to objectives of visibility, conversion, traffic and turnover without management or communication gaps
- ✓ Centralize and make the most of all your Web, Search, and Social Media Marketing investments
- ✓ Minimize business risk and maximize opportunities and economic returns in the medium- long term

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION



The production of this Output was coordinated by **GZS - CPU** (SI), responsible for:

- ✓ planning times and methods
- ✓ harmonize the contents elaborated by the Partners, for the final version in English of the text of the OER for translation in the national languages
- ✓ elaborate the contents it is responsible for
- ✓ check the progress of activities
- ✓ identify problems and solicit correction
- ✓ validate with partners the proposed feasibility study to realize the OER

On the other hand, **Conform (IT)**:

- ✓ prepared the feasibility study to realize the OER
- ✓ developed and released OERs in IT, EL, SI, PL, ES subtitled in EN for testing

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION



All partners:

- ✓ shared and validate the feasibility study prepared by CONFORM S.c.a.r.l.
- ✓ adopted the storyboard defined by CONFORM S.c.a.r.l. to realize the OER
- ✓ elaborated the contents of the OERs for which they were responsible, taking into account the defined times
- ✓ translated into English the contents elaborated in the national language of the OER for which they were responsible and send them to the coordinator and the partners for verification and validation
- ✓ translated into their national language from English the final version validated by the partnership of the contents of OER developed by partner organizations
- ✓ sent to CONFORM S.c.a.r.l. the contents translated into their national languages of the OER for subtitling

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION



13 video training pills were realised, linked to the following modules:

- ✓ **Cultural Awareness:** which consists of a unit on the
 - Cultural differences and intercultural competence in International Marketing.
- ✓ **International Marketing and Sales:** consisting of three units on the following topics:
 - International marketing and sales in international market;
 - Inside sales and selling remotely;
 - Payment, logistic and legal knowledge.
- ✓ **International digital marketing:** which consists of four units on the following topics:
 - Web design and content development for international market;
 - Seo and Sem;
 - Social media marketing;
 - E-commerce and International Marketplace;
- ✓ **Data Driven Marketing:** consisting of two units on the following topics:
 - Online market research;
 - Data analytics;

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION



13 video training pills were realised, linked to the following modules:

- ✓ **Technology and productivity:** which consists of a unit on the:
 - New opportunities with Artificial Intelligence and deep learning.
- ✓ **Digital Communication:** consisting of two units on the following topics:
 - Cross-cultural communication;
 - Digital communication and tools.

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION

- **Production phase:**

- ✓ definition of the technical crew
- ✓ preparing the processing plan and the agendas for each shoot day
- ✓ Shooting with set up in the green room, depending on what is required for the 3D virtual setting and the training content



DEFINITION OF FAIR REMUNERATION

TWO EXPENSE GROUPS

#FOOD COSTS

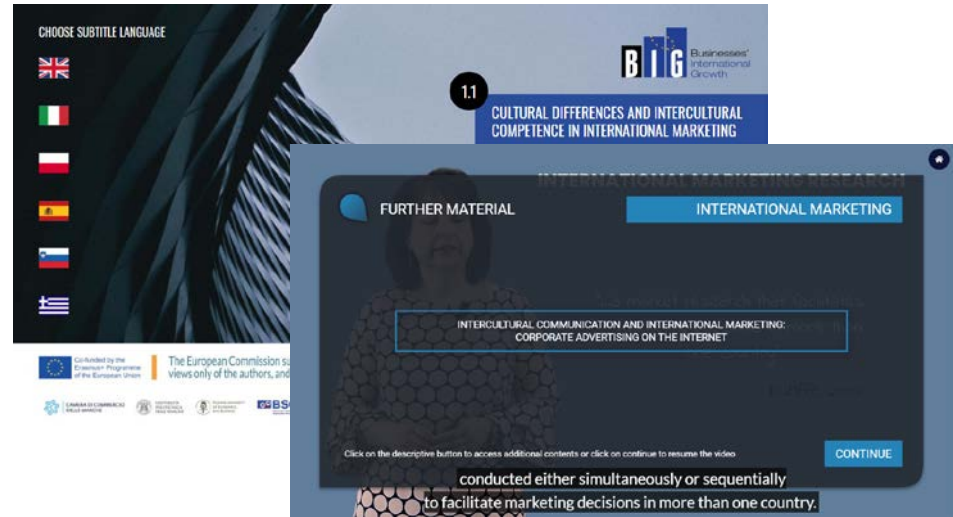
#NON-FOOD COSTS

(food costs based on a model diet
and non-food costs based on secondary data).

IO 2 – OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALISATION

- **Post-production phase:**

- ✓ Adopting motion graphics
- ✓ Synchronization and assembly of the individual sections
- ✓ Creating the initial banner for the launch of the interactive video training pills and any intermediate breaks;
- ✓ Color correction
- ✓ Choosing any backing tracks
- ✓ Applying interactive objects
- ✓ Applying subtitles
- ✓ Generating TIN CAN (XAPI) package



BIG

IO 4: EDUCATIONAL SKETCH-COMS ON
CONVERSATIONAL DIGITAL MARKETING

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



The project target group, represented by the **80 selected workers** (20IT, 15SI, 15EL, 15PL, 15ES), benefited from action learning sessions conducted by the trainers 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, in order to:

- ✓ adapt interpersonal digital communication techniques to different socio-economic contexts
- ✓ adapt the techniques of bidirectional communication between user and brand to different international contexts
- ✓ apply problem solving and decision-making techniques to solve problems deriving from the heterogeneity of customer expectations/needs
- ✓ customize the language and the communicative and relational style to the specificities of the single countries and the sensibilities of customers

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



The **action learning sessions** aimed to:

- ✓ put various dimensions into play (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

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



The activity was coordinated by **UNIVPM (IT)** which was responsible for defining the aims and methodological structure of the action learning sessions, shared with the Partners

UNIVPM, in agreement with the **Marche Chamber of Commerce** and **CONFORM**:

- ✓ organized and deliver the action learning training sessions, lasting 4 days, to allow the beneficiaries to acquire storytelling methodologies and techniques. These sessions were delivered by the trainers involved in the transnational mobility activity
- ✓ supported the beneficiaries in the conception and scripting of the sketch-com
- ✓ contributed in the shooting of the scenes, edit and produce 1 sketch-com in Italian, to be subtitled in English.

CONFORM, in addition to producing the Italian sketch-com, also supported the European partners in the assembly and production phases of the remaining **4 sketch-com** (1ES, 1EL, 1PL, 1 SI), interpreted in the respective national languages and subtitled in English.

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



The **other partners**:

- ✓ shared and validated the aims and the methodological framework envisaged to conduct the action learning sessions for the trainers benefiting from the transnational mobility activity
- ✓ organized and delivered the action learning training sessions, lasting 4 days, to allow the beneficiaries of the respective territorial contexts to acquire storytelling methods and techniques
- ✓ supported the beneficiaries in their national contexts in the conception and scripting of the remaining **4 sketch-coms (1ES, 1EL, 1PL, 1SI)**, interpreted in their respective national languages and subtitled in English
- ✓ Filmed the scenes and provided CONFORM with the indications necessary to assemble and produce the remaining **4 sketch-coms (1ES, 1EL, 1PL, 1SI)**

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



The following phases were followed for the creation of the educational sketch-coms:

- **Provision of action learning sessions through:**
 - ✓ definition of the methods and methodological structure
 - ✓ an application session that involved **80 workers (20IT, 15SI, 15EL, 15PL, 15ES)** engaged in the course delivered to:
 - a. build stories consisting of words and images through evocative scenarios and storytelling techniques useful to represent the exercise of the behaviours and abilities typical of digital conversational marketing processes
 - b. trace the profile of the characters
 - c. supervise the techniques of fragment writing, simplification and organization of the text
 - d. screen the sketch-coms assisted by experts from the partner Organizations for the technical evaluation of the consistency, relevance, correspondence and conformity of the stories processed
 - e. interpret the sketch-coms, with the staging of the target behaviours

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



- **Production of the sketch-coms, through:**
 - ✓ shooting
 - ✓ display/selection of images
 - ✓ selection of musical accompaniments
 - ✓ graphic editing
 - ✓ assembly and production of **5 sketch-coms (1IT, 1ES, 1EL, 1PL, 1 SI)**
 - ✓ subtitling in English of all the sketch-coms

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



Here following the links to the sketch-coms and a short description of them:

- **SKETCH-COM - CONFORM & UNIVPM - ITALY:**

- ✓ TITLE : "**A volte basta poco per cogliere un'opportunità...**"
- ✓ DESCRIPTION: "Magnepics is a registered trademark of Grottini Communication and an e-commerce for the retail sale of frames and magnetic media that can be customized by the customer. A series of FAQs from potential customers has opened up a new business perspective for the company. The sales manager and e-commerce manager are talking about just that..."
- ✓ LINK: <https://player.vimeo.com/video/756738498>

- **SKETCH-COM - PUEB - POLAND:**

- ✓ TITOLO: "**Once upon a time without a cloud...**"
- ✓ DESCRIPTION: "The theme of the sketch-com is market research. The story is about two marketing analysts preparing for a meeting with their boss where they have to account for the results from an online market analysis."
- ✓ LINK: <https://player.vimeo.com/video/756738823>

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING



- **SKETCH-COM - CPU - SLOVENIA:**

- ✓ TITLE: "Holy cow Milka"
- ✓ DESCRIPTION: Matic lives in a small village in Slovenia and he has a farm with a lot of animals. He wants to extent his selling abroad as he produces a lot of meat and dairy products. He has a lot of surplus. He is looking for a way, to internationalise his farm and sell his farm products in different markets. His first idea is that he needs a web site. He found on the web an offer to build the web site for his business. The web designer is from India. Padma is very keen to help this guy with positioning his business into web and in the world as a boutique farmer from small country she never heard of Slovenia, but there are big cultural, language, educational differences....
- ✓ LINK: <https://player.vimeo.com/video/756738609>

IO 4 – EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING

- **SKETCH-COM - FEI & ASECOM - SPAIN:**

- ✓ TITLE: **"Importancia de la investigación de mercados"**
- ✓ DESCRIPTION: "Javier is checking the sales of the fashion brand of his company. Situation is not going well due to COVID. Sales in the physical shops is dropping continuously and the business is under risk. Javier phones the shop manager, Almudena, and calls her for a meeting to discuss the business situation. Unfortunately, there is limited options for the continuity of the shop."
- ✓ LINK: <https://player.vimeo.com/video/756738715>

- **SKETCH-COM - AKMI - GREECE:**


- ✓ TITLE: **"The first weeks of a new employee in the company"**
- ✓ DESCRIPTION: A new employee who has no guidance or knowledge during his first weeks in a new job position. Neither his manager or any other colleague guide or train him in order to facilitate his smooth inclusion on the team.
- ✓ LINK: <https://player.vimeo.com/video/756738470>



BIG

THE EDUCATIONAL TV PROGRAMME

The Educational TV Programme




It is an innovative format of CONFORM S.c.a.r.l. designed and created **to combine information and training**, placing the user at the centre of the user experience.

In line with the most recent logics of entertainment and learning personalization, the Programme adopts and integrates streaming and interactivity models as distinctive elements, which allow users to choose if and when to access the different types of content provided and how to modulate their learning paths according to their needs.

The **episodes of the programme** alternate **sessions in the studio**, in which the presenter introduces the different topics with simple and captivating language, with **interviews with teachers and experts** that allow us to further investigate, contextualize and explain key concepts for learning.

In relation to the various topics covered by the episode, viewers can access the use, on the **ERUDIRE platform**, of the **OER - Open Educational Resources** produced by the partnership in the form of video training pills with the use of interactivity

The Educational TV Programme




The **Education TV Program** of the "**BIG - Business International Groth**" Project, was created by applying the "**POSTHIT: Memory Cards**" of CONFORM S.c.a.r.l., with trademark registered at **MISE - Italian Ministry of Economic Development** and format deposited at **SIAE - Italian Society of Authors and Publishers**.

The episode gives access to the "**Open Educational Resources**" produced by the BIG partnership.

In relation to the first section "**INTERNATIONAL MARKETING AND SALES**", it will be possible:

- a) benefit from the following OERs:
 - ✓ INTERNATIONAL MARKETING AND SALES
 - ✓ ONLINE MARKET RESEARCH
 - ✓ DATA ANALYTICS
 - ✓ INTERNATIONAL PAYMENTS AND LOGISTICS
 - ✓ INSIDE SALES AND SELLING REMOTELY
 - b) consult the following sketch-coms:
 - ✓ THE IMPORTANCE OF ONLINE MARKET RESEARCH (FEI & ASECOM)
 - ✓ ONCE UPON A TIME WITHOUT CLOUD (PUEB)
 - c) access the insights created and provided by the partnership
-


The Educational TV Programme



In relation to the second section "**DIGITAL TECHNOLOGIES TO SUPPORT THE INTERNATIONALIZATION PROCESS**" it will be possible:

- a) benefit from the following OERs:
 - ✓ WEB DESIGN AND CONTENT DEVELOPMENT FOR INTERNATIONAL MARKETS
 - ✓ SEO AND SEM
 - ✓ SOCIAL MEDIA MARKETING
 - ✓ ECOMMERCE AND INTERNATIONAL MARKETPLACE
 - ✓ MUST HAVE AND NEW OPPORTUNITIES WITH ARTIFICIAL INTELLIGENCE AND DEEP LEARNING
 - b) consult the following sketch-coms:
 - ✓ SOMETIMES IT DOESN'T TAKE MUCH TO SEIZE AN OPPORTUNITY (UNIVPM / CONFORM)
 - c) access the insights created and provided by the partnership
-

The Educational TV Programme



In relation to the third section "**COMMUNICATION AND INTERCULTURALITY**" it will be possible:

a) benefit from the following OERs:

- ✓ ONLINE COMMUNICATION AND TOOLS
- ✓ CULTURAL DIFFERENCES AND INTERCULTURAL COMPETENCE IN INTERNATIONAL MARKETING
- ✓ CROSS CULTURAL COMMUNICATION

b) Consult the following sketch-coms:

- ✓ HOLY COW MILKA (CPU)

c) access the insights made and provided by the partnership

The Educational TV Programme



<https://risorse.erudire.it/BIG/TVPROGRAMME/index.html>

THE NUMBERS ACHIEVED

Number of Users	Number of students	Number of students per country	Number of teachers	Number of teachers per country	Number of badges	Number of badges per country	Number of Video Pills	Number of sketch coms	Number of companies involved	Number of participants in the mobility	Number of interviews in the TV programme
109	93	Greece: 15; Spain: 15 Italy: 27; Poland: 17 Slovenia: 18; Other: 1	16	Greece: 2; Spain: 3 Italy: 6; Poland: 2 Slovenia: 3	15	Greece: 2; Spain: 0 Italy: 5; Poland: 7 Slovenia: 1	13	5 (1 IT, 1 GR, 1 SL, 1 PL, 1 ES)	13 companies from 5 countries (ITALY, SPAIN, SLOVENIA, GREECE AND POLAND) were involved in the check ups	5 OCTOBER: 17 12 OCTOBER: 13 18 OCTOBER: 15 19 OCTOBER: 15	16 INTERVIEWS (representing all partners)

Thanks for your attention

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