

1st "SURVIVE" JSTE

Potenza (Italy)

6- 10 February 2018

We are living the 4th Industrial Revolution

Smart production

Smart services

Smart energy

Digital transformation and industry 4.0

How the work will change

What are the effects

What are the opportunities

What are the tools

Programme

Marketing and Digital Marketing

- The economic crisis in the digital age
- How to use digital tools to get out of the crisis
(Digital transformation and industry 4.0)
- Let us find on the web
- Website, Seo, Analytics
- Fundamentals of visual communication
- Social networks- what they are and how to use them
- Emotional marketing
- Case history

Study Visit

How some companies have experienced the crisis and how they have overcome it and with what tools

- VIVAI AZZATO SOC.COOP. AGRICOLA
(agriculture sector)
- PM GRUPPO (PATRONE E MONGIELLO)
(automotive sector)
- CANTINA GIORNI
(wine production sector)

Training

Studying a company

- Find the weak points
- Improve them and create a new corporate image
- Create a new Communication and Marketing strategy

Partners

EEO Group

(Greece)

Euro-Idea

(Poland)

Fundación de Trabajadores de la Siderurgia Integral

(Spain)

Bulgarian Management Association (BMA)

(Bulgary)

Sharing Europe

(Italy)

GoDesk

(Italy)

Epralima - Escola Profissional do Alto Lima

(Portugal)

Trainers

Luca Caggiano

Antonino Imbesi

The word "crisis" comes from the Greek "krísis" and indicates "choice", "decision". If we reflect on the etymology of the word, we can grasp a positive nuance in that every moment of crisis, that is, of reflection and evaluation, can be transformed into an opportunity and a prerequisite for improvement and rebirth.

“The crisis can be a real blessing for every person and for every nation, because it is precisely the crisis that brings progress. Creativity comes from anguish, like the day comes from the dark night. In the crisis, inventiveness, discoveries and great strategies are born.”
(Albert Einstein)

Hosting Organization

GoDesk

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