

The Blended mobility of VET learners "BRAND VALUE MANAGEMENT"

1st edition, CUOA Business School – Altavilla Vicentina, Italy

Introductory webinar May 18 (online video conference)

Face-to-face training May 29, 30, 31 CUOA Business School – Altavilla Vicentina, Italy

Follow up webinar June 12 (online video conference)

AIMS OF THE MOBILITY ACTION:

- support creative enterprises **to strengthen and value their brand internationally**,
- set up a **multicultural working environment** with partners and professionals from **Italy, Sweden, Spain and Hungary**,
- improve the way creative enterprises face **international markets**,
- develop **international networks** through **innovative & creative methodologies** and **testimonials from best companies** in the creative industry.

PREMISE

You are a start-upper, a young or female entrepreneur in the creative industry. The last thing you want is joining a traditional, classroom, teacher-centered training. So, what Smart Jump is going to offer you is completely different!

Below, you will find the content of the Smart Jump training programme. What's also special is HOW we will deal with these topics. Therefore be prepared for this:



In addition, each topic will be treated in the context of specific national or international expectations about communications and value perceptions. For which we will make use of the highly diverse participant group.

All in all, this is going to be time well spent!



PROGRAMME



18 May 2017, 10 am - 12 am (CEST) - INTRODUCTORY WEBINAR

- Partnership & Participants' introduction and presentations
- Presentation and definition of learning objectives and expected results
- Smart Jump Approach: Multisector and international;
- Introduction to Brand Value Management & Training Methodology
- Homework assignment



29 May 2017, 9.30 - 17.30 – INTERNATIONAL TRAINING IN ITALY

Brand value management: 1. From your Brand Promise...

Each topic includes contextualization in an international environment

- Warming-up
- Homework assignment debrief: presentations with peer-to-peer / trainer feedback
- Global scenario and VUCA (Volatile, Uncertain, Complex, Ambiguous) world in a multi-cultural context
- From business idea to brand promise: key concepts
- Fix your SMARTER goals
- Target audience: who, why, what, how
- Branding Strategy in 7 steps
- Interaction, assessments, feedback for improvements



30 May 2017, 9.30 - 17.30 - INTERNATIONAL TRAINING IN ITALY

Brand Value Management: 2. ... to Performance

- Guidelines for your personal Branding Strategy
- Branding keys: 3-levels of content of your brand
- Corporate Image: rules for visual effectiveness
7P marketing mix approach
- Visual effectiveness
- Effective self-marketing
- Putting together your Branding Plan
- Test the validity of your project: the Lion's Den
- Interaction, assessments, feedback for improvements



31 May 2017, 9.30 - 17.30 - INTERNATIONAL TRAINING ACTIVITY & COMPANY TESTIMONIALS

- Branding Plans evaluation and feedback, suggestions for improvement
- Homework assignment: fix the milestones of your Branding Plan
- Company testimonials & Company visits



12 June 2017, 10 am - 12 am (CEST) - FOLLOW UP WEBINAR

- Homework assignment: short individual presentation of milestones
- Ideas and suggestions for next steps
- Syntegration: synthesis + integration
- Follow up & assessment

PARTICIPANT PROFILE

- Young creative innovators;
- Start-uppers;
- Female/young entrepreneurs and SMEs from creative industries and manufacturing sectors;
- Practitioners skilled in innovation, creativity and technological transfer;
- VET providers professionals.

TRAINERS



Mike Van der Vijver
Meeting design expert



Daniela Bassetto
Marketing and communication expert

Practical information:

- **Hosting partner:** CUOA, first Italian Business School founded in 1957. Current headquarter in Villa Valmarana Morosini (1724 - Venetian Villa)
- **Location:** Altavilla Vicentina, just outside Vicenza "the Palladium city" UNESCO World Heritage Site
- **Available facilities:** Boarding house (B&B) + Cafeteria/Food service (lunch only)
- **Airport distances:** 53 km VRN, 85km VCE, 102 km TSF



PARTNERSHIP



INSTITUTO INTERNACIONAL DE LA INNOVACION, EL CONOCIMIENTO Y LAS COMPETENCIAS



Website: www.smartjump.eu

Community: www.factoryofknowledge.net/smartjump