



BRAINUP
[lab]



Project: Start your business and the use of social media

04/02/2018 – 10/02/2018

«ICT for the benefit of startups»

Associazione Artistica Culturale "A Rocca" – C.F. 90013330833

Via TCP Arcodaci N°48 – Barcellona Pozzo di Gotto – 98051 – Messina – Sicily – Italy

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The team of **Associazione Art. Cult. “A Rocca”** and **Eprojectconsult** International department, in cooperation with **Bulgaria Economic Forum** took a role of intermediary partner for group of people from **Sofia, Bulgaria** in the frame of Operational Programme Human Resources Development 2014-2020. During the project ICT for the benefit of start-ups we hosted 13 selected participants. The participants had an opportunity to complete a training in the field of **Business planning and Social Media in Marketing Management**, one training course for 11 participants (10 potential entrepreneurs/entrepreneurs + Administrative director of BEF) and a job-shadowing for the 2 other participants in the office of A Rocca where they have been in touch with the working style of A Rocca. The training course consisted of seminars and workshops led by Fabio Genovese a trainer from Italy and Desirée di Nitto from Spain. The additional education, job shadowing for 2 participants was a transfer of skills in the field of social media.





Duration, Dates, Participants

Duration of the training was 5 days, from **05/02/2018 – 09/02/2018**.

Names of participants:

Gueorgui Vassilev Tabakov
Radostina Atanasova Medvedeva
Kristina Vladimirova Zlatanova
Igor Todorov
Lidiya Nikolova Savova
Margarita Evgenieva Stiptsova
Sofiya Panayotova Lostova
Mariya Iliychova Georgieva
Gergana Asenova Nikolova
Svetozara Docheva Hristova
Stoyan Plamenov Tchohadjiev
Evelina Bozhidarova Stoyanova
Nikolay Yordanov Orachev

Preparation of the mobility project

In order to make cooperation between both organizations effective, guarantee the best quality of the project and to satisfy the participants' expectations and needs, we have designed the program of the project together. We have exchanged our contact details in order to discuss aims of the project, develop a plan of activities and to clarify any doubts.

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Arrival of the participants

The participants arrived on **04/02/2018** at the airport of **Catania**. A Rocca organization provided a transfer from the airport to participants' accommodation in **Barcellona Pozzo di Gotto town**.

The day after their arrival they had an informative welcome meeting designed to give the participants useful information about their stay in Sicily. Firstly, they had an introduction to the program in general. Participants were acquainted with a concept of organization and its activities as well as obligations and tasks in which they will be involved during the project.

Afterwards, they were provided with a plan of the city and other essential location details of **Barcellona P.G.** and cities around.

The next informative session was dedicated to cultural aspects of their life in Sicily: work style in Italy, rules to follow, behaviour and farther information was given to the participants. The "Help me" card with useful numbers and phrases in Italian as well as a leaflet with all the useful information they might need (address, rules, tips, etc.) during their stay was provided.



Accommodation of the participants

The participants during their training were based in **Barcellona Pozzo di Gotto (or another city)**. They were accommodated in **hotel George, and in an apartment at Via Arcodaci 44, 5th floor**

Barcellona P.G is a city located on the north coast of Sicily. It belongs to the province of Messina. The city has a population of over 45,000 inhabitants. It is strategic location surrounded by many wonderful cities: Messina in 45 km; Palermo - 180 km; Catania - 180 km; Taormina - 80 km; Agrigento - 200 km; Aeolian Islands - 20 km.

Barcellona P.G. is a very nice city, which is quite close to the seaside and has access to many beautiful places as natural parks, ancient villages and Greek/Roman historical areas.

It also can very busy during the day, however, calm during the night time.

Moreover, interesting events like musical concerts, art exhibitions and other culture involved entertainments are quite often here.



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TRAINING PROGRAM DETAILS

TABLE CONTENT

Training Course: ICT for the benefit of startups	
1st Day Sunday	<p><u>Arrival Day</u></p> <ul style="list-style-type: none"> Participants will be transferred from the airport to their hotel / apartment in Barcellona Pozzo di Gotto.
2nd Day Monday	<p><u>Welcome Day & Morning session (9:00 – 13:00)</u></p> <ul style="list-style-type: none"> Presentation of the schedule for the upcoming days including information about Italian culture and the city. Project: ICT for the benefits of startups: Project summary. Training course: Main goals. Introduction to social media: The importance of Social Media. Social Media strategist. Facebook. Twitter. <p><u>Lunch Break (13:00 – 14:30)</u></p> <p><u>Afternoon session (15:00 – 17:00)</u></p> <ul style="list-style-type: none"> Instagram. Linkedin. Multimedia resources. Design resources. <p>Welcoming “Aperitivo” or happy hour at local venue (19:00 – 20:00)</p>
3rd Day Tuesday	<p><u>Morning session (9:00 – 13:00)</u></p> <ul style="list-style-type: none"> Social Media advertising. Social Media analytics: How to measure Social Media Marketing Success. Website: User experience (UX). Blogging and SEO. <p><u>Lunch Break (13:00 – 14:30)</u></p> <p><u>Afternoon session (15:00 – 17:30)</u></p>

	<ul style="list-style-type: none"> Final training practice.
4th Day Wednesday	Free day
5th Day Thursday	<p><u>Morning session (9:00 – 13:00)</u></p> <ul style="list-style-type: none"> Nice to meet you! Brief Introductions Reasons to start your own business (open debate) The idea: physiognomy of a good business Analysis & Benchmarking: trends in demand and the market, analysis of competitors and definition of competitive advantages SWOT analysis Q & A <p><u>Lunch Break (13:00 – 14:30)</u></p> <p><u>Afternoon session (15:00 – 17:00)</u></p> <ul style="list-style-type: none"> The Value Proposition Canvass: how to fit your customers needs Go deeper in your idea: The Business Model Canvass The elevator pitch: powerful resource to look for team members and make your own team Let's play a game! Brainstorm your idea and start a business together Internet surveys! <ul style="list-style-type: none"> Project: ICT for the benefits of startups: Project summary. Training course: Main goals. Introduction to social media: <ul style="list-style-type: none"> The importance of Social Media. Social Media strategist. Facebook. Twitter. <p><u>Lunch Break (13:00 – 14:30)</u></p>
6th Day Friday	<p><u>Morning session (9:00 – 13:00)</u></p> <ul style="list-style-type: none"> Surveys results (open debate) Matching surveys with business model and value proposition canvass Rework the business model canvass How to structure your talks, practical examples & tips. Q & A <p><u>Lunch Break (13:00 – 14:30)</u></p> <ul style="list-style-type: none"> The Pitch: quickly tell your business idea to look for customers and investors Pitch your Game: simulate a Pitch for our previous game "Aperitivo & Saluti": the Italian way to say Good Luck! Final Evaluation Delivery of the Certificates of Participation
7th Day Saturday	<p><u>Departure Day</u></p> <ul style="list-style-type: none"> Transfer to the airport



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Evaluation of the project

The project's outcome was estimated as excellent. Whole team of "A Rocca" Association and others who were involved in this project truly believe that this experience was useful and inspiring for all participants. Our monitoring team did its best in order to satisfy the expectations of each participant and to ensure the best communication with the sending organization at each stage of the project. In aim to reach this, we organised one day of evaluation meetings with the participants just after the training course.

The participants had a chance not only to obtain professional knowledge, but also to experience a way of working and living in **Sicily**.

Certainly, they have received a lot of useful information about how Sicilian enterprises specialise in **Business planning and Social Media in Marketing Management**. Those participants who had a previous experience in the field of **(Business planning and Social Media in Marketing Management)** also could compare all discovered similarities and differences in operating of local and home country enterprises. All participants gained worthy experience and practicable skills through working in a team, cooperation with colleagues and individual tasks.

At the end of the project, all participants received "**A Rocca placement certificate**".

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The most important that the participants obtained professionally advantageous experience in their sector with which they will become be competitive in their area of expertise as well as on job market.



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Conclusion

Our team were always ready to offer help, advice or solve any problem within 24-hour availability whenever the participants would need our assistance.

After accomplishing the training our participants seemed to be fully satisfied with the project. According to their opinions, it was an enjoyable and profitable experience. We hope they found inspiration and got new ideas about how to deal with their future career in their country.

Moreover, participants had the opportunity to explore new horizons and get to know Sicilian culture while meeting many new friends from Italy and from the other parts of the world.

We also are more than pleased that were helpful in facilitating their professional development within this project help. We also hope that we will continue our cooperation with **Bulgaria Economic Forum** and reach new heights together!

