

AGENDA

TRAINING

“SMARKETING FOR SMALL BUSINESSES OF THE CREATIVE AND CULTURAL INDUSTRIES”

Genova, 15 – 16.06.2011

15.06.2011 morning

9:15	Opening
9:30	<ul style="list-style-type: none"> • Didactical contract and introduction • Differences between marketing and smarketing • Some basic concepts: • regional population density • motivated concept of listening • inequality between input and output • from selling the product to narrate the process • B2C, B2B or C2P ...? The concept of "starget" in the shortened chain • Perfect communication does not exist
11:00	<ul style="list-style-type: none"> • Cross-media and social media • When 1 +1 is 11 • When 1+1 is zero • Study cases • Discussion of a few such cases
13:00	Lunch break

15.06.2011 afternoon

14:00	<ul style="list-style-type: none"> • Concept of “Creattivismo” • Strange connection of social activism and independent entrepreneurship • Study cases, with particular attention to critical fashion • Discussion of a few such cases
16:00	<ul style="list-style-type: none"> • Contextualization of the stimulus of the first day
18:30	Closing

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16.06.2011 morning

9:15	Opening
9:30	<ul style="list-style-type: none">• The ten most common errors in a Website
10:15	<ul style="list-style-type: none">• Texts elaboration, hunting error• What do we see in the first three seconds when we decide whether to read or not a text?• What do we read when we read a page in 15 seconds?
11:30	<ul style="list-style-type: none">• "And now please explain me what I have explained to you"• Anonymous notes to the teacher with refunds and feedback• Reading a random sample of them• Bibliography, useful links• Possibility to download an extensive documentation on your USB key
13:30	Closing