

## Training C2 – 22/09 – 29/09

### BUILD YOUR BUSINESS!



Travels and arrivals ( Saturday 21)	9.30 – 13.00	trainers	Lunch break 13.30 - 14.30	15.00 – 17.00
Sunday 22	Team building at Adventure Park EcoCampus Casaboli **  Meeting and pick up at Mamamia hotel at 8.30 for transfer by bus	Short welcome and kick off	lunch at Casaboli	Short debriefing and Trip back to Palermo  free time
Monday 23 <b>CRE.ZI.PLUS</b>  <b>Tags: Creativity Self knowledge Communication to the others</b>	9.30 Welcome to participants.  Introduction of the project and of the trainers. <i>Conduct code</i> and general program  11:00 Icebreaking: each participant introduction***  11.30 Starting with activities: <i>“the life skills”</i>	Angela Cristofalo   Carmen Pirrone	Cre.zi lunch	15.00 Practical activities and exercizes: Talking about entrepreneurial ideas Young people introduce ideas (pitch elevator section)****  15.30 Work in groups: socialization in group of the entrepreneurial ideas Activity: Draw and MAP your ideas  16.00 Briefing and Conclusions
Tuesday 24 <b>ARCA</b>  <b>Tags: Enterprises Business plan incubators</b>	9.30 Arca incubator introduction and greetings  10.30 The building up of the business Project : <b>the business plan</b>  The business plan (lesson by italian partner)	Monica Guizzardi  Dario Corso – Salvatore Alagna	University canteen	15.00 Destructured activity in group. Training outdoor in the University Garden “The bizarre tasks”  16.00 Briefing and conclusions

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PPT PRESENTATION and individual and group activities				
<p>Wednesday 25 <b>ARCA</b></p> <p><b>Tags:</b> Deepening the entrepreneurial competence</p>	<p>9.30 Detailed explication of Consorzio ARCA</p> <p>10.00 Trip around (visit to the location of ARCA)</p> <p>11.00 The strategic management (lesson by spanish partner )</p>	<p>Monica Guizzardi (IT)</p> <p>Carlos Francos Ullaque (SP)</p>	<p>University canteen</p> <p>After lunch pick up and return to hotel</p>	<p>15.00 Activities: building the project of business idea according to model Canvas (individual section and group session)</p> <p>16.00 Debriefing</p>
<p>Thursday 26 <b>ARCA</b></p> <p><b>Tags: network Marketing Winning strategy for communication</b></p>	<p>9.30 The sustainable development (lesson by bulgarian partner)</p> <p>11.30 Social and web communication for modern enterprises (lesson by italian partner)</p>	<p>Dimitrina Domikova (BG)</p> <p>Dario Corso</p>	<p>University canteen</p> <p>After lunch pick up and return to hotel</p>	<p>17.00 TRIP AROUND OLD PALERMO (Walking In The Old City Center)</p> <p>Old Market Of Ballarò And New Creative Social-Cultural Enterprises Of Innovative Hub</p> <ul style="list-style-type: none"> <li>- Associazione Multi Volti (speech and introduction)</li> <li>- Associazione Per Esempio (speech and introduction)</li> </ul> <p>19.00 social dinner at Ballarò</p>

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Friday 27	Social and network communication for business		Cre.zi lunch
<b>CRE.ZI.PLUS</b>			15.00 Crezi.plus testimonials ON COWORKING and start up.
<b>Tags: network Tools for implementation</b>	Working on ideas: from the business plan to the implementation of the network		Trip around Cre.Zi. Plus and Cantieri culturali alla Zisa
	a) Individual work b) Work in groups		16.00 Conclusion
	Youthpass evaluation		
Saturday 28	Evaluation section Report of the training	Carmen Pirrone	lunch
Unione Assessorati Office	Summary of the best practices and sum up of proposals		
		Angela Cristofalo	
	Greetings and end of the training	Salvatore Alagna	
Sunday 29	Free day		

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SOME USEFUL INFORMATION FOR PARTICIPANTS

\*\*Adventure Park EcoCampus Casaboli [www.ecocampuscasaboli.it](http://www.ecocampuscasaboli.it)

Please bring comfortable clothes useful for climbing or trekking. Activities are not extreme, but always conducted in safety, with tutors and suitable equipment

\*\*\* Bob Dylan: Subterranean Homesick Blues (<https://www.youtube.com/watch?v=MGxjIBEvx0>)

For participant introduction we think to ask them for a presentation made according to this method. Youngs can prepare some posters to write key words and describe themselves and choose a song to be a background music, also this one must be significative or represent them. Please explore the link we use for inspiration. It is better that young people arrive with this information, we think it is a very simple and amusing trick and also an icebreaking to start with effective communication. Please note that in the video words are the ones of the song, in our case we can do something different: young can choose a significant song but use words they like most to be representative of their own thought

\*\*\*\*Pitch elevator: A personal elevator pitch is a quick summary of yourself. It's named for the time it takes to ride an elevator from bottom to top of a building (roughly 30 seconds or 75 words). Elevator pitches are sometimes thought to be specific to an idea or a product, but having a pitch to sell yourself as a professional is a common use case for elevator pitches, too

An elevator pitch will be useful to have ready throughout the interview process as it is typically a great icebreaker to start a conversation. From phone screen to in-person interview, you'll be asked to provide a summary of who you are, your background and what you want from your next job. The elevator pitch can also be a helpful framework as you're planning your answer to the popular interview question, "Tell me about yourself", or considering what to include in a cover letter.

<https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>