

ID CODE	IT 02 - RFVG
NAME	<ul style="list-style-type: none"> • ITA "PERSONAL BRANDING: COMUNICARE IL PROPRIO VALORE PROFESSIONALE. • ENG " PERSONAL BRANDING: COMMUNICATE YOUR PROFESSIONAL VALUE "
URL	http://www.regione.fvg.it/rafvfg/cms/RAFVG/istruzione-ricerca/studiare/FOGLIA229/
LANGUAGE/S	ITALIAN
PROMOTER (institution, association, etc.)	Regione Friuli Venezia Giulia – public institution
AUTHOR/S (if different)	Giulia Mardero belonging to a temporary association of training institutions
DESCRIPTION & AIMS	The workshop intends to develop the ability to learn to promote oneself by learning to identify, cultivate and communicate one's own added value, interacting effectively with the potential reference market, through a more informed use of the promotion tools - online and offline - available
SKILLS INVOLVED	Personal, social and learning to learn competence Interact and communicate effectively
EVALUATION AND MONITORING (of the activity/project/initiative/course) (If any)	<ul style="list-style-type: none"> - User self-assessment questionnaire at the end of the workshop - Questionnaire evaluation learning teacher, for each user - Periodic monitoring of activities
DURATION OF THE PROJECT	Until 12.31.2021
TARGET OF POPULATION	Young people and adults, preferably with experience in the market of work, unemployed and employed
INDIVIDUAL / GROUP ACTIVITY	Group : minimum 8 and maximum 25 participants per group
PARTICIPATION REQUIREMENTS	<ul style="list-style-type: none"> - employed and unemployed - residing in FVG
DURATION OF THE COURSE	12 hours



CONTACT	<p>The contact person is the coordinator of Struttura Stabile orientamento informativo e specialistico e per lo sviluppo delle competenze</p> <p>dott.ssa Giulia Fiorillo, tel 0434529080 giula.fiorillo@regione.fvg.it</p>
WHY IS IT A GOOD PRACTICE?	<p>The course aims to help students achieve the following objectives:</p> <ul style="list-style-type: none">- encourage the definition of a personal value proposition through the use of tools of visual design able to cooperatively draw on a Canvas (Personal Branding Canvas or Personal Business Model Canvas) elements of uniqueness (value proposition) and channels and means of communicating it. <p>Starting from the analysis and verification (individual and / or group) of professional identity and personal characteristics of the students it will be possible to:</p> <ul style="list-style-type: none">- identify the message and the promise to communicate, defining the communication tools most suitable for reaching and communicating effectively and relevantly with the recipients of reference (public).- plan and implement personal branding communication strategies, through use aware of the tools available (application tools, social networks, etc.) and the creation of content consistent with the image and the promise to be conveyed (image, tone, language, etc.).
RELATED REFERENCES	<p>Workshop list</p> <p>http://www.regione.fvg.it/rafv/export/sites/default/RAFVG/istruzione-ricerca/studiare/FOGLIA229/allegati/1_Catalogo_LABORATORI_COMPETENZE_PS75-17.pdf</p>