

# John Cabot University Workshop

## What is Digital Strategy?

### How to promote any organization on the web

*With Andrea Latino, IT Expert and Global Shaper*

#### Dates

Friday, March 11, from 9.00am to 6.00pm, at John Cabot University in Rome.

#### Workshop Description

As part of JCU's and IFE's commitment to innovation and to the development of practical skills that can be applied in the job market, we are offering an opportunity to learn the marketing tool of the future: Digital Strategy.

In a world where technology is all-pervasive, digital strategy is what distinguishes noise from meaning. The workshop with [Andrea Latino](#) provides both theoretical grounding and a hands-on approach to defining your company's digital presence.

Andrea Latino will teach the new "rules of the game" and introduce participants to the crafting of digital strategies for organizations and for the public administration. It will be a very hands-on workshop covering strategies for different social media platforms such as Facebook, LinkedIn, Twitter, Youtube and Advertising.

#### Learning Outcomes

At the end of the workshop you will be able to elaborate your own Digital Strategy Plan for a Business or a Government Agency. Specifically, you will:

- Learn how to prepare an advertising campaign
- Design an email strategy
- Create a content editorial plan
- Create a website structure

To view the full program, click [here](#).

Note: At the end of the workshop, attendees will receive a Certificate of Participation.

## Who May Participate

Enrolment is open to students and professionals wishing to enhance the range of their transferrable skills. The workshop is particularly suited for:

- Students who want to enhance their competitiveness in the job market
- Young entrepreneurs who may not have immediate access to the services of professionals
- Small business owners looking for new ways of promoting their goods or services

## Requirements

- The workshop will be conducted in English; participants must have a level of English of C1 or higher.

## Program Cost

- The full fee has been kept at **€45 (US\$50)** for the program.
- Discounted fee for JCU Community including Alumni: **€30 (US\$34)**

## How to Apply

Please note that there is limited capacity. Priority will be given to applicants who apply early.

Please fill out the application and email it to [entrepreneurship@johncabot.edu](mailto:entrepreneurship@johncabot.edu) by **Friday, March 4th** along with the payment receipt.

## Information about Andrea Latino

At only 25, he is a specialist in all things digital (public policy, management consulting, and technical journalism), trusted by multinational enterprises (Microsoft, Intel), government agencies (Prime Minister's Office: Agency for Digital Italy), large media companies (Il Sole 24 Ore, De Agostini), and thriving startups (Garage Italia by Lapo Elkann).

In 2011, he founded GSE, an award-winning project in the non-profit sector that promotes public understanding of technological-environmental issues in secondary schools. Andreas was reported by A. Huffington among the World Economic Forum's high-potential under 30 - the "Global Shapers", a network of local groups led by young people who are exceptional in their potential, achievements and drive to make a positive contribution to their communities.

For a detailed biography click [here](#).

For more information or questions, please contact [entrepreneurship@johncabot.edu](mailto:entrepreneurship@johncabot.edu). The University reserves the right to cancel the workshop should a minimum number of applicants not be reached.