

## What is Digital Strategy? How to Promote Any Organization on the Web.

With Andrea Latino, IT Expert and Global Shaper

### WORKSHOP PROGRAM – FRIDAY, MARCH 11, 2016

#### MORNING SESSION

9.00 - 13.30

#### AFTERNOON SESSION

14.30 - 18.00

*Via Lungotevere Sanzio 12, Tiber Campus (Computer Lab)*

#### Welcome and Opening Remarks: 9:00 - 9:15

Prof. Silvia Pulino  
Director, JCU Institute for Entrepreneurship

#### Morning Session (PART I) THEORY

- **The Power of Digital: an Introduction**
  - Why we Live in Amazing Times
- **Going Digital: The Rules of the Game for Companies**
  - There's no Digital Strategy
- **Digital For Government: a Very Brief Policy Introduction**
  - Online Advocacy: Digital Strategies for the Public Good

*Coffee Break 11.00 - 11:30*

#### Morning Session (PART II) APPLICATION

- **Introducing the Digital Strategy Canvas**

Participants will be asked to analyze a Business/Government digital strategy and complete a Digital Strategy Canvas.

*Networking Lunch 13:30 - 14:30*

#### Afternoon Session (PART I) THEORY

- **Running Integrated Digital Campaigns**
  - Websites
  - Mobile Apps
  - Email and CRM
  - Content Marketing
  - Responsive Design
  - UX & UI Focus
- **Social Media Strategy**
  - Facebook
  - LinkedIn
  - Twitter
  - Youtube
  - Adv

*Coffee Break 15.30 - 16:00*

#### Afternoon Session (PART II) APPLICATION

- **Using Digital Strategy Canvas**

Participants divided in groups will side either with a Government or a Business and elaborate their own Digital Strategy Plan.

*The event will close with the presentation of the Certificates of Participation*