

What is Digital Strategy?

How to promote any organization on the web

Workshop with Andrea Latino, IT Expert and Global Shaper

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. At the end of the workshop you will be able to elaborate your own Digital Strategy Plan for a Business or a Government Agency. You will learn how to prepare an ad campaign, design an email strategy, create a content editorial plan, and much more.



25 years old, **specialized in all things digital**: public policy, management consulting, and tech 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 an award-winning project named GSE, a non-profit initiative that promotes public understanding of technological-environmental issues in secondary schools. **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.

Some of his collaborators:



To sign up contact: entrepreneurship@johncabot.edu
Limited spaces available, allocated on a first-come first-served basis.

DEADLINE FRIDAY, MARCH 4TH

Full Price: €45 (US\$50)
JCU: €30 (US\$34)

Check his website for more: <http://www.andrealatino.it/>