

**PERSONAL BRANDING
E WEB OPPORTUNITY**
giornata di formazione gratuita
Napoli, 13 Marzo 2014
ISCRIVITI



Wister Learning Meeting: Personal branding and web opportunity

The theme of the meeting is to promote themselves and their skills in view of the development of human capital and the benefits that this aspect has for the development of the territories. The training day, free of charge, designed for women and men, will offer scenarios, tools, and evidence of the potential use of social networking and digital marketing. The program provides a wealth of ideas. It will be presented by Laura Gramuglia, author of "Rock in love" and presenter of the same program on Radio Capital.

Registration of participants: from 9.00am to 9.30am

Participations: 9.30am to 1.30pm

Flavia Marzano, sharing of knowledge and the D2D model Wister, Wister Presentation

Tiziana Cristiani, Voices and stories for the development of human capital

Rosa Giordano, Communicating the European Union on the territory: services and opportunities

Claudio Luongo From GDP to FIL gross national happiness Marco Chillemi the "active" labor research Teresa Boccia, Naples Guide: a female experiment

Rosanna De Rosa, Digital Citizens. Political action at the time of Social Media

Sabina Ciuffini, UNATALK: coaching for women to speak in public

Pasquale Popolizio, Digital skills and professions of the Web

Sonia Montegiove, Tools to present and promote themselves on the Net

Mariangela Contursi, Testimonials from the Science City

Nello Iacono, Smart Working Knowledge

Lunch from 1.30pm to 2.30pm

Afternoon: 2.30pm - 5.30pm

Flavia Marzano, How to find work in the 2.0 era: the importance of network

Tiziana Medici, Smart Community Vallo di Diano: networking in an indoor area

Pietrafresa Emma, ICT and social media: an female opportunity

Rosa De Vivo, Storytelling: how to tell a story,

Francesca Montemagno, Green & Digital Economy

Maria Cristina Terenzio, Tourism presents itself: it's us! Amelia Scotti, ICT and Start-up and

Conclusion by Flavia Marzano

Updates on the program are available on the site Wister.it

And a live streaming of the event will be curated by the partner Road TV Italia

To comment and follow the event on Twitter use the hashtag: [#d2napoli](#) [#Wister](#)