

**ILOFORDIGITAL**  
*“Industrial Liaison Offices (ILO) for empowerment of  
a cross-border Digital, entrepreneurial and  
professional skills network”*

*Training course of 30 hours in  
“Entrepreneurial tools for the creation and growth of digital companies”  
from 18th to 21th November 2024*

*Balab Classroom “Guglielmo Minervini” - Centro Polifunzionale Studenti  
Piazza Cesare Battisti, 1 70121 Bari  
Department of Education, Psychology, Communication Sciences -  
Palazzo Chiaia  
Napolitano”, Via Scipione Crisanzio, 42 Bari  
Department of Computer Science -  
Via Orabona 7 70125 Bari*

**UNIVERSITY OF BARI ALDO MORO**

The aim of the training is to share, develop and strengthen skills, methodologies and knowledge to empower a cross-border Digital, entrepreneurial and professional skills network.

**DAY 1 (18 November) 8 hours**  
**Classroom BALAB: Guglielmo Minervini**

9:30 – 9:45 Registration, welcome greetings 10:00 Start of the training course	
<b>1</b>	<b><i>Danilo Caivano, Professor at University of Bari Aldo Moro</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Institutional greetings and opening with a presentation of the project aim, objectives and expected results.</li> </ul>

<b>Expected output</b>	<ul style="list-style-type: none"> <li>The overall objective is to share, develop and strengthen skills, methodologies and knowledge to empower a cross-border Digital, entrepreneurial and professional skills network.</li> </ul>
<b>2</b>	<b><i>Gianna Elisa Berlingiero, Director of the “Department of Economic Development” - Regione Puglia</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Apulian talent attraction and enhancement strategy: regional government program with a multifaceted approach to attract and enhance best creative and technological talents.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Dissemination of the results coming out from the effective regional policies fostering a match between aspiring entrepreneurs and local companies.</li> </ul>
<b>Networking Lunch 13:00-13:30</b>	
<b>3</b>	<b><i>Daniele Lodini, Transformation and Digital HR Senior Manager at EY</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>The Digital Transformation: theoretical framework and digital rules to understand the pillars of a successful digitisation of companies.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Trainers will learn the fundamental principles and the effective management strategies to join competitiveness, internationalization and local development of companies in digital way.</li> </ul>
<b>4</b>	<b><i>Mauro Romano, Professor at University of Bari Aldo Moro</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Creation and assessment of enterprise value: analysis of the concepts of enterprise “creation” and different methods to value a company.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Participants gain new knowledges and skills about the process of setting up a new business enterprise digital based.</li> </ul>
<b>18:30 End of the training course</b>	

**DAY 2 (19 November) 9 hours**

**Classroom BALAB: Guglielmo Minervini**

10:00 Start of the training course	
<b>1</b>	<b><i>Davide Patrino, Trainer and startup consultant</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Digital, creativity and entrepreneurship: entrepreneurship as a source of innovation.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Students gain new knowledges about the role of Innovation and Creativity in the sense that innovation deals with coming up with creative idea and turning that idea into process.</li> </ul>
<b>2</b>	<b><i>Donato Macario, KU Youth Entrepreneurship &amp; Innovation Ecosystems at CIHEAM Bari</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Open Innovation &amp; Design Thinking for Entrepreneurship: analysis and definition of principles of open innovation and design thinking and the role of this concepts between digital companies. Explanation of how these methodology enhance companies' ability to make effective and profitable decisions.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Participants gain new knowledges about these popular topics and how this approach allows to design and develop innovative solutions.</li> </ul>
Networking Lunch 13:00-13:30	
<b>3</b>	<b><i>Angelo Gigante, CEO at Predict Healthcare</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>How to grow: a success story. Inspirational famous success story in entrepreneurship.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Examples of successful entrepreneurs can provide inspiration and guidance for aspiring business owners.</li> </ul>
<b>4</b>	<b><i>Auriga Spa, ICT society</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Company visit in Bari</li> </ul>
18:30 End of the training course	

**DAY 3 (20 November) 8 hours**

**Classroom: 2A Department of Computer Science - Campus Universitario**

**E. Quagliariello. Via Orabona n.4**

9:00 Start of the training course	
<b>1</b>	<b><i>Gaia Costantino, President and co-founder of Puglia Women Lead</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Workshop in Digital communication: through individual and group exercises, students will become familiar with some digital communication trades.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>The workshop aims to lead participants in the acquisition of necessary knowledge about the forms of digital communication. Students gain knowledges and skills about torytelling tools, visualtelling, target study, content creation, community management.</li> </ul>
<b>2</b>	<b><i>Albert Antonini Mangia, Business Development &amp; Marketing Manager at Alibaba Group</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Perspectives and new business of digital: discussion about a strategic approach to understand digital transformation from different perspectives, including technology, business strategy, value creation, employee engagement.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Students will be able to explain the key concepts of digital transformation in organizations, including associated trends, technologies and business models</li> </ul>
<b>3</b>	<b><u>Visiting UNIBA CAMPUS UNIVERSITY "E. Quagliariello"</u></b>  <b><u>Spin-off Uniba: "SER&amp;PRACTISE"</u></b>  <b><u>Data Center RECAS</u></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Students will visit some examples of Uniba's spinoff, museum and campus area: libraries, laboratories, student centers, conference centers, technology centers.</li> </ul>
17:30 End of the training course	

**DAY 4 (21 November) 5 hours**  
**Classroom: Aula Don Tonino - Palazzo Chiaia-Napolitano –**  
**Department of Education, Psychology, Communication Sciences**

09:00 Start of the training course	
<b>1</b>	<b><i>Enrica Maria Laveglia, Project Manager and financial consultant</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Business model for digital companies: description and definition of the structure, processes, information and resources of an identifiable business.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Students will gain knowledges and skills to develop a business model that drives financial sustainability and social impact.</li> </ul>
<b>2</b>	<b><i>Alfredo Lobello, Puglia Sviluppo S.P.A.</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Financial tools for business creation: explore resources, financial benefits and financial tools help to decide what to invest in and how to invest in.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• In this session, participants will learn the foundations of accounting principles and financial analysis, develop an understanding of the links between these.</li> </ul>
14:00 End of the Training Course and closing Networking Lunch	