

You.Promote Business Project

(UK/12/LLP-LdV/TOI-575)

Work Package 2: Merging of the New Innovation Models

New Programme Specification

March 2013

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1. Management Summary

This document is an output of the You.Promote Business (YouPro) project. The output is called 'New Programme Specification' and is part of Work Package 2 – 'Merging the Two Innovation Models'. The document describes how the pre-existing schemes of the Italian and Norwegian partners were merged together to create the 'New Programme Specification', or YouPro project model.

2. Background

2.1. Project Overview

The 'You.Promote Business' Project is a European Union (EU) Leonardo Da Vinci Transfer of Innovation Project that lasts two years (October 2012 – September 2014) and involves six education institutions from the UK, Italy, Norway, Austria, Romania and Portugal. The project supports key EU objectives including: raising employment levels, improving the competitiveness of small-to-medium sized enterprises and fostering social cohesion.

The purpose of the project is to pilot a scheme aimed at young people not in education, training or employment aged 18-24 in each partner country. The scheme will train participants in social media and online marketing and set up work placements with local small-to-medium sized enterprises (SMEs). The participants will execute a short project for the SMEs with the objective of improving the SME's online visibility.

2.2. YouPro Project Model

The YouPro project model fuses together two existing schemes in **Norway** and **Italy**.

The existing **Norwegian** programme, called 'Job Circuit' was set up in 2004 and places young people not in education, training or employment with companies to allow them to gain experience of the world of work. There is a pool of partner companies, and participants undertake multiple work placements, rotating from one company to the next. The scheme has helped young people to find employment, access vocational education, build a network of professional contacts and, in a general sense, gain a sense of purpose.

The existing **Italian** programme, called 'e-Promoter' is an intensive course in social media and online marketing training. The course consists of 120 delivery hours and focuses on marketing concepts and key skills such the creation of web pages and short promotional videos. Participants are able to execute a basic online marketing campaign on completion of the programme.

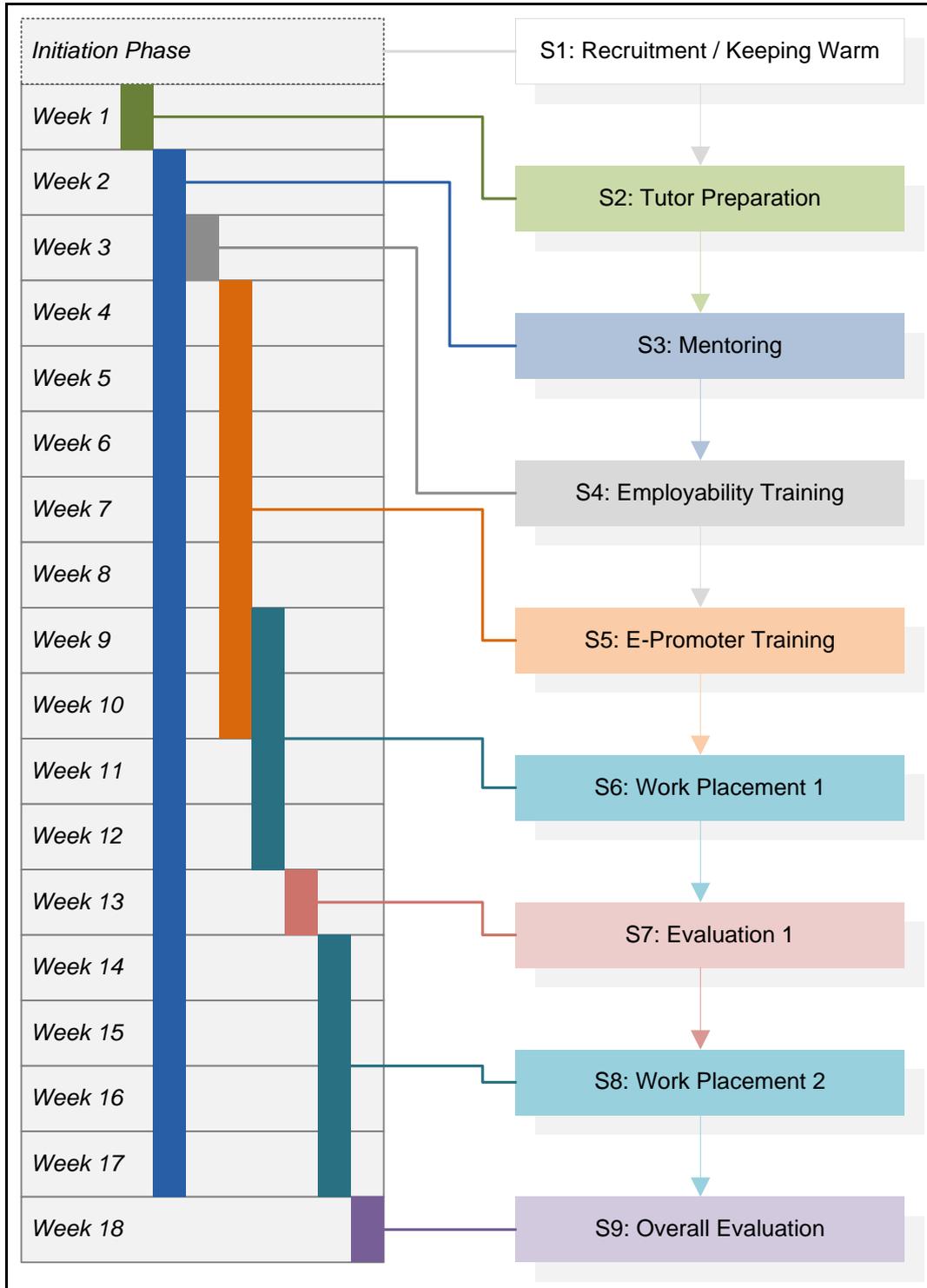
2.3. New Programme Specification

The YouPro Project model fuses together the above programmes into a new programme that will be piloted in each partner country from September 2013. This new programme is specified in this document.

The new programme lasts 18 weeks in total, not including the initial recruitment phase. We have broken the programme into 9 stages which are described below. We have indicated key activities for each stage and its duration; some of the stages last more than 1 week and run concurrently with other stages.

3. Stage-by-Stage Breakdown of New Programme Specification

The outline of the new programme specification is shown in the below graphic.



We have described each stage in the following section (overleaf.)

3.1. Stage 1: Recruitment and Keeping Warm (Prior to Programme Start)

This phase begins in the summer of 2013 for the programme start in September. The aim of this stage is to recruit learners for the programme and to ensure that they remain committed to the programme until the start date. This stage is informed by the recruitment approach in the Norwegian Job Circuit scheme; key activities include:

- Follow-up with potential participants who completed project questionnaires
- Engagement with local employment agencies to identify potential participants
- Contact with potential participants via existing contact databases
- Assessment and Interview day to select participants (20)
- Keeping Warm activities, including one or more of the following:
 - Email / text message / written letter contact to selected participant
 - Team building morning / afternoon for selected participants
 - Employability skills building morning / afternoon for selected participants

3.2. Stage 2: Tutor Preparation (Wk 1)

This stage takes place in the first week of the programme, and 2 weeks before delivery to learners begins. The aim of this stage is for the tutor to familiarise him or herself with the Italian e-Promoter course (see Stage 5, below) and to adapt existing teaching materials to the learning objectives of the e-Promoter course. The tutor will then develop outline lesson plans to reach these learning objectives. Due to the strong practical focus of the e-Promoter course, however, it is not envisaged that a lot of paper-based activities will be required; many of the activities can be delivered with reference to real-world examples in various media.

3.3. Stage 3: Mentoring (Wk 2 – Wk 17)

Experience of the Norwegian Job Circuit scheme tells us that continuous mentoring through training, work placement and evaluation is vital to a learner's chances of success. We will incorporate Job Circuit's continuous mentoring idea into the new programme specification; mentoring activities will run from week 2 until week 17. Evaluation of the Job Circuit scheme notes that proactive liaison with partner businesses is crucial; the mentoring role is therefore pivotal because it links together learner, employer and tutor. Key activities for the mentor are:

- To meet each learner individually and create a learning plan
- To provide support to learners: classroom, learning, behavioural, emotional
- To engage in proactive liaison with partner businesses
- To deal with work placement issues should they arise
- To deliver evaluations (stages 7 and 9)

3.4. Stage 4: Employability Training (Wk 3)

The aim of this stage is to prepare the learner for the world of work. We have drawn on our experience of the Norwegian Job Circuit scheme to create a list of key activities, and developed this list through input from other partners. With the support of tutor and mentor, learners will be expected to:

- Be able to complete a job application
- Be able to prepare for a job interview
- Understand and demonstrate appropriate workplace behaviour

- Understand what is not acceptable in the workplace
- Understand basic information about potential work placement companies

Our experience of the Norwegian Job Circuit scheme tells us that learners perform better in work placements if they personally have helped engage with the work placement company; we will therefore give learners the opportunity to identify and contact potential work placement companies themselves.

3.5. Stage 5: e-Promoter Training (Wk 4 – Wk 10)

A breakdown of the Italian e-Promoter training programme is included below. We have streamlined the programme from 160 to 120 hours to make it workable within learning hours constraints in partner countries. The key characteristics of the programme are unchanged however. The course uses software that is open source and / or available free-of-charge.

Our partners will adapt the training programme to their national contexts and tailor existing / create new lesson plans to achieve learning objectives. The course has a strong practical focus and topics is best taught with reference to real-world examples; heavy theory is kept to a minimum.

Table 1: e-Promoter Training Breakdown

Mod/Sess	Title	Topics	Hours
1	Course presentation and participants competence assessment		5
Sess. 1.1	<i>Course presentation and participants competence assessment,</i>	<ul style="list-style-type: none"> • The programme schedule, teachers, tutors training centre regulation and structure, etc. • You.Pro Project activities, aims and objectives • Personal background and interests of the participants; debate to increase the relationship within the group and to build team spirit. 	5
2	Marketing 101		15
Sess. 2.1	<i>Marketing: basics, techniques and tools</i>	<ul style="list-style-type: none"> • Marketing basic concept: what is Marketing: 4/5 different sentences/definitions in order to let the participants think about the different aspects of marketing. • What is a “product/service”, “the Customer”, “Customer oriented strategies”, the Product “Target Groups”, “Publicity/Advertising”, “selling messages”, key-words and key-messages. • The marketing mix: the “4P Model” (Product, Price, Placement, Promotion). • Case Studies: examples of simple and popular/well known marketing campaigns: a car, a movie, a perfume and a drink. Starting projecting the advertising videos and the commenting them highlighting marketing elements (target groups, placement, price, selling messages, etc.). <p>NOTE: the content should be delivered avoiding as much as possible the “theory”, even if it could be difficult. The best solution seems to be having practical examples (advertisement) and extracting the marketing concepts from them.</p>	15
3	Communication and promotion of products and services		20
Sess. 3.1	<i>Image, Media and promotion: the identity of a product/service.</i>	<ul style="list-style-type: none"> • Identity of a product /service: image, brand or icons, use/ application, innovative value, emotional level, availability, reliability, target, connection with other products/services. 	5

Mod/Sess	Title	Topics	Hours
Sess. 3.2	<i>Promotion materials: the promotional plan</i>	<ul style="list-style-type: none"> • Identification of the campaign's objectives and messages • Identification of target and stakeholders • Selection of the kind of advertising campaign to realize • Individuation of the media according to the product/service • Kind of communication public/institutional or independent • Choice of communication style, language and messages according to the product/service and target. 	5
Sess. 3.3	<i>Promotion materials: how to write an article</i>	<ul style="list-style-type: none"> • Elements: Headline, claim, focus on relevant points, communication style, emotional involvement level, innovative characteristics of the product/service, benefit for the target 	5
Sess. 3.4	<i>Promotion materials: press releases</i>	<ul style="list-style-type: none"> • Date and venue of the event/ launch of the product, participants and testimonials involved, focus on the product/service presented. 	5
4	<i>How to realize a multimedia promotional package</i>		50
Sess. 4.1	<i>Technologies and promotion: graphics and pictures editing basics</i>	<ul style="list-style-type: none"> • use of a basic software for digital image/picture editing: how to import, resize, modify pictures from common non-professional devices (mobile phones, smartphones, digital cameras. Particular attention to web formats • Suggested software: Gimp (www.gimp.org/), freeware software 	8
Sess. 4.2	<i>Technologies and promotion: audio editing basics</i>	<ul style="list-style-type: none"> • use of a basic software for digital audio editing: how to record audio (i.e. interviews) import audio files, enhance the quality, change formats. Use of common non-professional devices (mobile phones, smartphones, portable low-fi recorder. Particular attention to web formats (mp3). • Suggested software: <ul style="list-style-type: none"> - Audacity: audio editing open source (http://audacity.sourceforge.net/) - Switch: freeware audio converter http://www.nch.com.au/switch/index.html 	8
Sess. 4.3	<i>Technologies and promotion: video editing basics</i>	<ul style="list-style-type: none"> • use of a basic software for digital video editing: how to record videos (i.e. interviews) import video files, enhance the quality, change formats. Use of common non-professional devices (mobile phones, smartphones, digital cameras). Particular attention to web formats. • Suggested software: <ul style="list-style-type: none"> - Right now there is not a reliable video-editing software. Our suggestions is to use the default software coming with the most used OS: MovieMaker for Windows and iMovie for Apple - FreeMake Video Converter (http://www.freemake.com/free_video_converter/) or Any Video Converter (http://www.any-video-converter.com/products/for_video_free/). 	12

Mod/Sess	Title	Topics	Hours
Sess. 4.4	<i>Integrating languages: text, image, audio and video</i>	<p><u>General approach:</u> the main goal of this module is to design and realize small “promotional packages” to be disseminated using the Web. A promotional package is a promotional product made of: a short text description of the product/service to be promoted, a short video about the product/service to be promoted and/or some pictures. Example: to promote a Training Programme the learners should realize: a text describing the training programme, its aims and outcomes and the benefits for the participants + a video about a) interview with the training manager b) interview with former participants c) images of young dynamic people, etc.</p> <ul style="list-style-type: none"> • Writing/narrative techniques: how to write Web contents (articles, blog posts, etc.); • photography basics: how to shoot an effective photo: location, subject, context; • video storytelling techniques: some standards: web clips, interviews, web trailers, teasers, promo; from the screenplay to the realization. • How to integrate and manage different communication languages: text-audio-video. 	10
Sess. 4.5	<i>Technologies and promotion: how to create and manage a web blog</i>	<ul style="list-style-type: none"> • design, realization and implementation of a blog for promotional aims. Suggested free platforms: WordPress (wordpress.com) and BlogSpot (www.blogger.com) Suggested free Content Management System software: Joomla (www.joomla.org) 	12
5	New promotion channels: the Web 2.0		30
Sess. 5.1	<i>Web Marketing: basics, techniques and tools</i>	<ul style="list-style-type: none"> • What is Web marketing: some definitions • Overview of the different techniques of web marketing (viral marketing, etc.) • Analysis of successful web marketing campaigns 	10
Sess. 5.2	<i>Web 2.0: Social Networks</i>	<ul style="list-style-type: none"> • The main Social Networks: Facebook, LinkedIn, Twitter, YouTube, MySpace, etc. and their potentiality for marketing • Individuation of the proper social network according to the product/service to promote and the target to reach • How to use Social Networks for Marketing: practical tips 	10

Mod/Sess	Title	Topics	Hours
Sess. 5.3	<p><i>Web 2.0: New channels for promotion and distribution</i></p> <p><i>(Please see annex https://www.dropbox.com/sh/7khp_u28uflsiz5h/wFuufR4L-w/Social%20Media%20%26%20To%20have%20more%20detail%20about%20the%20topic%20Web%202.0)</i></p>	<ul style="list-style-type: none"> • Design of a promotional text to promote the product/service through Web 2.0: • clear definition of the theme • create clear, plain and value-rich contents • create brief, concise and effective messages • Planning of a promotional campaign through Web 2.0: • define the objectives • build your brand • Figure out which media your target use in order to get new customers • Plan your relevant contents according to your business • How to organize and integrate Social networks to realize an effective web marketing promotion: • engage sincerely and genuinely with your followers. • track this engagement. • measure your results. • develop new content that uses keywords the your customers care about. • Management of social media in order to have the maximum impact : • using social media monitoring tools to identify communities where people are already having conversations related to your product/service • to increase the impact use keyword and then build your presence in that communities . • how search engine optimization (SEO) and social media can work together to promote your website 	10
TOT			120

3.6. Stage 6: Work Placement 1 (Wk 9 – Wk12)

In stage 5, the learner will undertake the first of two work placements with partner businesses. The idea of work placements is lifted from the Norwegian Job Circuit model.

Each YouPro project partner will be responsible for developing a pool of potential partner businesses, for identifying their needs, and for pairing them with a suitable learner. Findings from the Job Circuit model suggest that a mix of public, private and voluntary organisations is ideal. A pool of 30-40 potential partner companies is required, assuming that some companies will take on more than one learner.

The objective of the work placement is to use e-Promoter skills to generate a tangible output that helps promote the partner business. This could be a new Facebook or other social media page, a short promotional video or simple website content. The mentor will support both the learner and employer during the work placement and will troubleshoot issues should they arise. The learner will divide his or her time between the workplace and learning facilities.

3.7. Stage 7: Evaluation 1 (Wk13)

The aim of this stage is to evaluate the first work placement, identify strengths and weaknesses in performance, and to carry lessons learned into the second work placement. The mentor will work with the learner to document evidence of success achieved in the first work placement.

3.8. Stage 8: Work Placement 2 (Wk14 – Wk17)

A second work placement will take place in stage 8. Please see stage 6 (above) for a description of the work placement.

3.9. Stage 9: Overall Evaluation (Wk18)

The final stage will involve a comprehensive evaluation of the learner and employer experiences of the YouPro project. The evaluation tool will draw on our experience of the Job Circuit project, and will explore the extent of learning achieved and value delivered for the partner business. The mentor and learner will identify and document examples of good work for the learner's CV.