



caffè digitale



Comincenter is an Unversosud project conceived in 2014 in cooperation with the University of Basilicata, in partnership with the Foundation Matera 2019.

In 2016 thanks to a public announcement the project is part of the activities of the Consortium **ConUnibas** of the University of Basilicata.

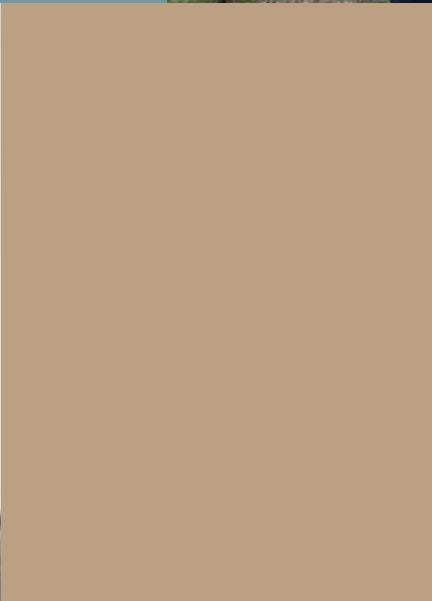
The project is a “people and ideas incubator” with a new business model about work active policies, connecting young people, especially University students, and world of work. At Comincenter we work for and with people and we mainly operate on these focuses:

Community and Co Working | Career Tools | Academy | Entrepreneurship Skills

AMBASSADOR OF CHANGE



WHERE BASILICATA, ITALY



WHAT?

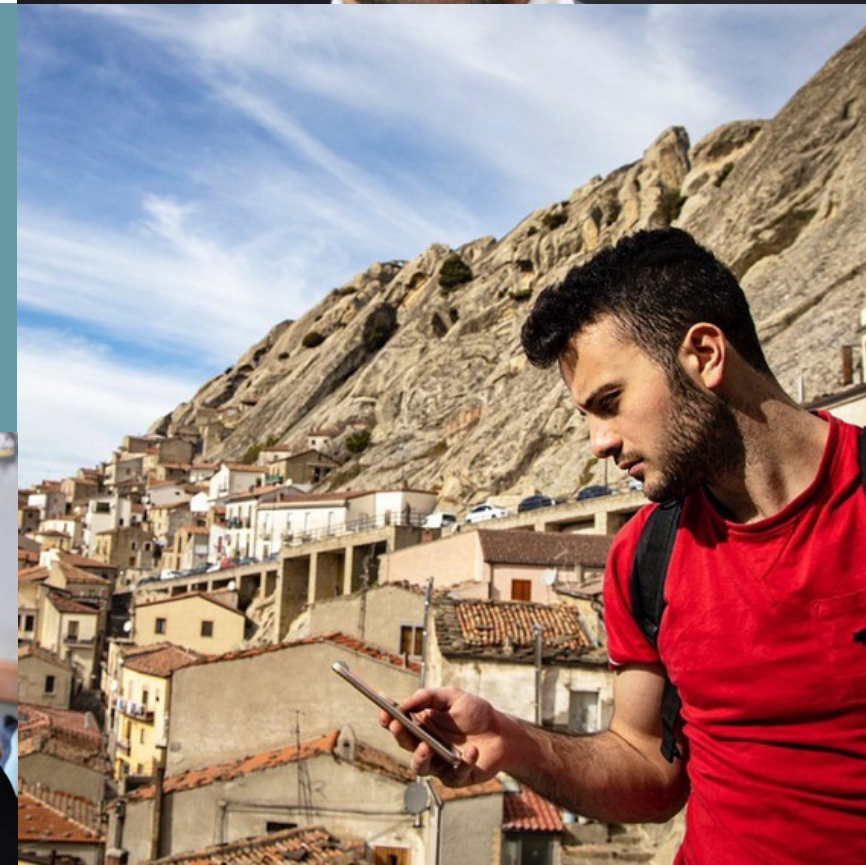
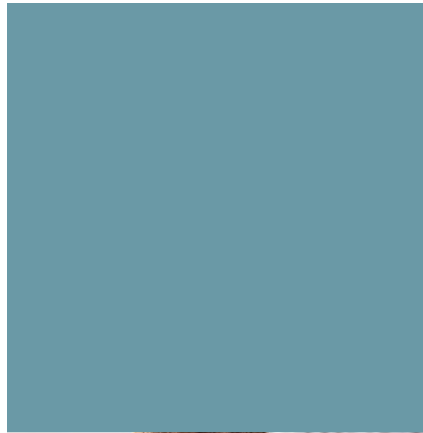
COMINCENTER DIGITAL CAFÉS

Are weekly events broadcast live on the Comincenter's social channels Facebook and YouTube

They consist of interviews of about 30 minutes with entrepreneurs, university teachers and students, local and national policy makers.

The main topics are: innovation, active labour policies, gender equality in the world of work, opportunities for university students.

PEOPLE



1ST PHASE

PLANNING AND DESIGN



1ST PHASE

PLANNING AND DESIGN

Items planning depends on many of factors, including:

- Target audience, in our case the community involves over 2000 students
- Objectives for increasing and involving the community
- Information and dissemination on specific topics (European Programmes, University Spin-Offs, opportunities and calls for proposals and funding Programmes for start-ups)
- Generation of awareness on important issues such as gender gap, inclusion&diversity in companies, universities and society

1ST PHASE

PLANNING AND DESIGN

Guests Involvement

The choice of guests depends on existing partnership relations and more generally on their authority and professionalism on the chosen topic. In this first phase we have preferred to involve local guests as much as possible to generate relationships on the territory, awareness of the professionalism present in our region and increase the professional network around the Comincenter Community.

1ST PHASE

PLANNING AND DESIGN

Construction of the interview

After selecting the monthly macro-theme and the weekly micro-themes, we contacted the guests, told them about the format and its objectives and invited them to participate in the Digital Café. Together with each guest, we then constructed the interview by identifying a generic question to introduce the theme, going into depth with a specific question on the chosen topic and concluding with a question that was the same for all guests:

"As soon as it is possible to return to carrying out activities in person, what do we imagine we can do together to continue building opportunities in our area?"

INTERVIEW MODEL

In each episode of the Digital Café we construct the interview in such a way as to give the guest space to tell his or her story and experience, and the role of the interviewer and moderator serves to bring the topic, answers and reflections back into the context of the Comincenter and to enhance the contribution of the person interviewed in terms of opportunities.



GENERAZIONE "FUTURA" LUCANA

Giovani, Futuro, Aree Interne
Qual è il futuro della Generazione Lucana?

TOPIC

MICRO-THEME



GIULIO TRAIETTA
Founder Generazione Lucana

GUEST



ANTONIO CANDELA
CEO Comincenter

MODERATOR



STEFANIA CLEMENTE
Community Manager

INTERVIEWER

TOPICS

Innovation, active labour policies,
gender equality in the world of work,
opportunities for university students.

WORK

GOING OR STAYING: EXPECTATIONS, NEEDS AND DESIRES OF LUCANIAN STUDENTS

UNIBAS AND INTERNATIONALISATION

WHAT OPPORTUNITIES FOR STUDENTS AND TEACHERS?

TRAINING

EXTRA-CURRICULAR TRAINING AND SOFT SKILLS

EUROPE

MOBILITY AND OPPORTUNITIES FOR UNIBAS STUDENTS

UNIBAS AND EQUAL OPPORTUNITIES

THE ROLE AND IMPORTANCE OF THE UNIBAS GUARANTEE COMMITTEE

2ND PHASE

COMMUNICATION PLAN



2ND PHASE

COMMUNICATION PLAN

Digital Café Aim

The main objective of Digital Cafés is to create information, dissemination and dissemination on selected topics. For this reason, it is important for our community to be present during the live broadcasts and to be informed about the selected topics so that they can participate and be active with questions and reflections. For this reason, the communication plan provides for the writing of an article on the Comincenter's corporate blog and a cross-communication between the various social channels (Facebook, Instagram, LinkedIn) in order to reach as much audience as possible and invite them to participate.

2ND PHASE

COMMUNICATION PLAN

Cross communication plan

The cross-communication plan helped us reach different audiences and disseminate the chosen macro-themes with different approaches.

Blog - creating in-depth information on the macro-theme

Facebook - generate hype around the invited guest

Facebook and YouTube - live broadcast channels

Instagram - posts and stories to engage the community of university students

2ND PHASE

COMMUNICATION PLAN

Cross communication plan

Why not ClubHouse?

In recent months there has been a large diffusion of ClubHouse that we voluntarily chose not to use because it excluded the slice of the public with Android technological tools and by choice we continued to use Facebook and YouTube to broadcast the live shows with the certainty of being inclusive.

3D PHASE

TECHNICAL ISSUES



 **COMINCENTER**[®]
Community Information Center
caffè digitale

3D PHASE

TECHNICAL ISSUES

How to make the live broadcast

In order to carry out the live broadcasts and to broadcast them simultaneously on the Comincenter's Facebook page and YouTube channel, we purchased a StreamYard subscription which allowed us to:

- broadcast simultaneously on several channels,
- create personalised and branded channels with logos
- create a schedule in advance and share the broadcast link with guests

FOR A SUCCESSFUL DIGITAL CAFÉ YOU NEED TO

Make a good plan of topics and guests,

Be generous in sharing info,

Be attentive to your community needs!

MASH-UP VIDEO



THANK YOU FOR YOUR ATTENTION



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Community Information Center



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