

**CENTRO  
LINGUISTICO  
ITALIANO  
DANTE ALIGHIERI**



Centro linguistico italiano Dante  
Alighieri



Mainstreaming Agenda



Education and Culture

**Socrates**

**Title of workshop** Training as a product

**Date** April 26th - 29th  
2007

**Topics**

- Training as a product
- Exchange of best practices
- Web Marketing for Training organisations

**Organiser** **Centro Linguistico Italiano Dante Alighieri (CLIDA srl)**

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## Agenda

Date	Time	Event
Thursday, April 26 <sup>th</sup> 2007	19.30	Arrival of participants in Firenze
	19.30 – 20.00	Meetingpoint: Clida – Piazza della Repubblica, 5
	20.00	Walking to restaurant Coquinarius - via delle Oche, 15/R Dinner
Friday, April 27 <sup>th</sup> 2007	9.30	Meetingpoint: Clida - Piazza della Repubblica, 5 50123 Firenze / Italy
	10.00 – 13.00	<b>First Learning Platform</b> Presentation of Clida's activities Visit of the Institute Coffeebreak
		<b>Second Learning Platform:</b> <i>Exchanges between training organisation and labour market</i> Each partner organisation has to present good practice from its own experience. <i>Discussion about the Partnership Convention</i> between the different partners. Moderator- Fabienne Rinaldi / Mainstreaming Agenda
		13.00 – 14.30
14.30 – 17.30	<b>Third Learning Platform</b> Clida Lecture: <i>Presentation and discussion about the web marketing strategies for training organisation.</i> Moderators: Dott.ssa Godelieve Coymans (G.C. Internationaal Marketing) e Dott. Gianni Bianchi (Sintra Consulting srl)	
17.30 – 20.00	Leisure time	
20.00	Dinner (independent)	

Learning Partnership Grundtvig 2: **Competencies in Marketing for Trainers in Continuing Education (CMCE)**  
 Partenariat éducatif Grundtvig 2: **Compétences en Marketing des intervenants en Education Continue (CMCE)**

Saturday, April 28 <sup>th</sup> 2007	9.15	Meetingpoint at Clida
	9.30 – 14.00	<b>Fourth Learning Platform</b> <i>Life Long Learning &amp; Certification of acquired competencies through work activities.</i> Each partner organisation has to present good practice from its own experience. <i>Coffeebreak</i> <i>Discussion and exchange of best practise.</i> <i>Discussion about the Partnership Convention</i>
		<b>Evaluation of the Workshop</b> <i>Discussion about the targets for the final project workshop in France (July 2007)</i> Moderator- Fabienne Rinaldi / Mainstreaming Agenda
	14.00 – 15.00	Lunch at Ristorante Grotta Guelfa, Via Pellicceria, 5r
	15.00 – 19.30	Leisure time
	19.30 .....	Dinner (Independent)
Sunday, April 29 <sup>th</sup> 2007		Departure