



Erasmus+



European Personal
Branding for Employment

01/09/2015 – 31/08/2017

EPBE Multiplier Event, Roma – 11 Novembre 2016

Obiettivi del progetto

- ❑ favorire l'**occupabilità** degli studenti e giovani
- ❑ promuovere l'accesso al **mercato del lavoro** e l'acquisizione di **competenze digitali** da utilizzare durante la carriera professionale
- ❑ creare un **curriculum educativo** multidisciplinare basato sulla vita reale, per insegnanti e studenti
- ❑ condividere contenuti educativi relativi a **personal branding** e **ricerca di lavoro on line**
- ❑ favorire l'acquisizione negli **insegnanti** di competenze digitali e per la creazione di contenuti educativi aperti (MOOC)



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I partner

- ❑ Universidad a Distancia de Madrid (Spagna)
- ❑ Centro de Estudios Prat (Spagna)
- ❑ STEPS srl (Italia)
- ❑ Learning Plans For All (LPFA) (Grecia)
- ❑ Università degli Studi Guglielmo Marconi (Italia)
- ❑ Marak Digital (Spagna)
- ❑ Deloitte (Cipro)
- ❑ Radio 106,5 leinehertz (Germania)



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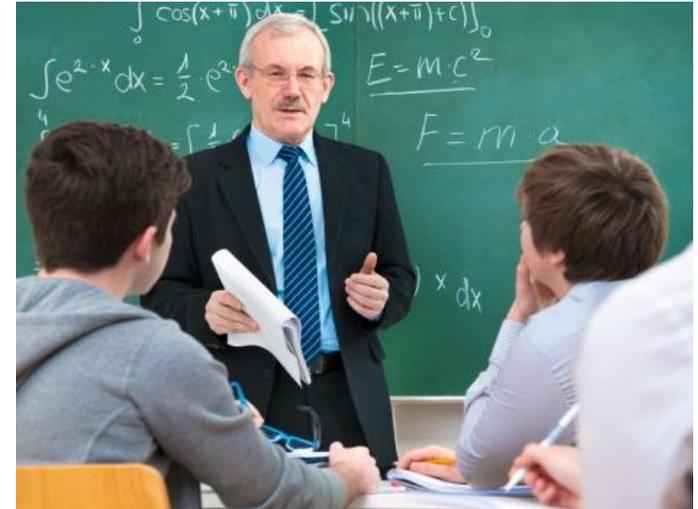
Destinatari

□ formatori e professori:

essere in grado di progettare contenuti formativi on line ad hoc per i propri studenti e di trasferire loro le competenze necessarie sulle nuove tecniche di ricerca di lavoro e Personal Branding 4.0

□ studenti e giovani in cerca di lavoro:

essere in grado di promuovere se stessi nel mercato del lavoro adottando tecniche di Personal Branding e ricerca di lavoro 4.0



Career
DAY 2016 Future job 4.0

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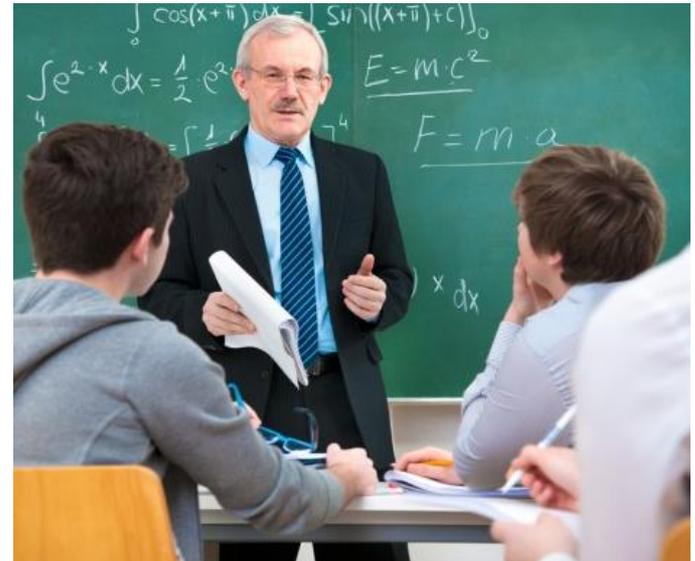
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I prodotti del progetto

Formatori e Professori

- ❑ **Handbook:** manuale sulle metodologie ed approcci pedagogici della formazione a distanza e la creazione di contenuti educativi aperti (MOOCs)
- ❑ **Toolkit:** kit didattico comprendente diversi contenuti educativi (documenti, video, articoli, ecc.) riutilizzabili (MOOCs)



I prodotti del progetto

Studenti e giovani in cerca di lavoro

- ❑ **Corso on line “Personal Branding” MOOC**
- ❑ **Corso on line “Job Hunting 4.0” MOOC**



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Personal Branding

- ❑ Imparare a sviluppare un “**marchio**” **personale** e professionale, costruire una reputazione e far crescere il proprio network, online e offline
- ❑ Creare competenze di **self-assessment** e comprensione di sé per gestire la propria carriera professionale
- ❑ Imparare a gestire i **social media**, analizzando casi ed esempi reali



Job Hunting 4.0

- ❑ Acquisire strumenti per la **ricerca attiva** del lavoro
- ❑ Imparare la **comprensione di sé**, la scrittura di curriculum, l'uso dei social media e di come si cerca lavoro online
- ❑ Imparare ad affrontare e gestire **colloqui di lavoro**
- ❑ Come identificare **siti web** per la ricerca di lavoro
- ❑ Conoscere il **glossario** e i termini di riferimento relativi alla ricerca di lavoro tramite i social media
- ❑ Imparare a come proteggere i propri **dati personali**



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Sito web - <http://epbe.eu/>



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Video promozionale



<https://youtu.be/EloKh4Apt6g>



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Brochure



READY TO FIND YOUR NEXT JOB ONLINE?

Learn to use the latest online tools while building your personal brand.

www.epbe.eu

www.facebook.com/EPBEproject/
www.twitter.com/epbeproject



European Personal Branding for Employment (EPBE)
Funded by Erasmus + 2015-1-ES01-KA203-016058
www.epbe.eu

EPBE GOALS

The EPBE project main goal is the young people building up of an on-line personal brand and the using of job hunting 4.0 techniques for reinforcing of their job search opportunities, and their access to the labor market through the acquisition of digital skills. To achieve this goal EPBE project intends to equip both students and teachers with the needed digital skills using Open Educational Resources (OER) merged with innovative and learner-centred pedagogical approaches.

EPBE TARGETS GROUP

EPBE project is targeted to both trainers and professors as well as students and young people in order to:

- Allow trainers and professors to be able to design ad hoc e-content for students and to transfer them the needed job hunting Web 4.0 and personal branding skills

- Allow students and young people to be able to promote his/her self in the market adopting the personal brand and job hunting 4.0



EPBE TOOLS FOR TRAINERS AND PROFESSORS

- Handbook on methodological and pedagogical approaches in distance learning for on-line personal branding and job hunting.
- Toolkit of reusable MOOCs didactical contents for trainers.
- Training for trainers: "methodologies in distance and blended learning" and "use of ICT for training personal branding and job hunting 4.0."

EPBE TOOLS FOR STUDENTS

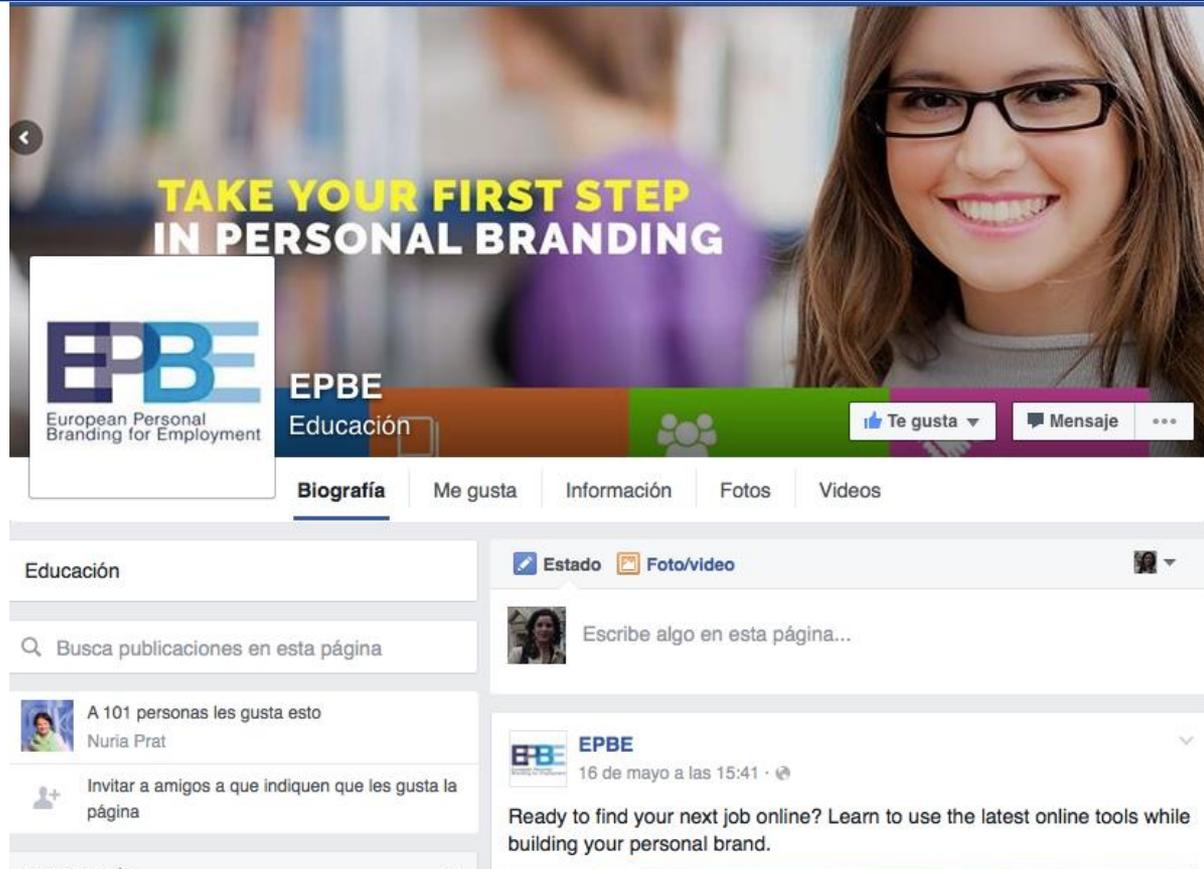
- FREE ON LINE COURSE : EPBE MOOC "PERSONAL BRANDING"
What will you learn?
- How to implement your own personal branding and become more familiar with social media from a professional perspective.
- Know to establish the relationship between personal branding and online reputation.
- FREE ON LINE COURSE : EPBE MOOC "JOB HUNTING 4.0"
What will you learn?
- To identify appropriate job search sites and apply online.
- How to get the most out of Internet and social media in job hunting by using both traditional and online resources.



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Social Media



www.facebook.com/icard.project

twitter.com/epbeproject



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READY TO FIND YOUR NEXT JOB ONLINE?

Learn to use the latest online tools while building your personal brand.

EPBE GOALS

The EPBE project aims to provide young people with an on-line personal brand and the usage of job hunting & marketing for marketing of their job search opportunities, as well as access to that labor market through the acquisition of digital skills. To achieve this goal EPBE project intends to equip both students and teachers with the needed digital marketing skills to create an effective personal brand, increase and improve current digital competences.

EPBE TARGET GROUP

EPBE project targets both teachers and professors as well as students and young people in order to:

- Allow teachers and professors to be able to design a career roadmap for students and to transfer them the needed job hunting skills & digital marketing knowledge.
- Allow students and young people to be able to promote further self in the market regarding the personal brand and job hunting skills.

EPBE TOOLS, PLATFORMS AND PROFILES

Workshop on technological and pedagogical approaches: understanding the on-line personal branding and job hunting. The goal of this workshop is to create a didactical content for teachers.

Training for teachers: "multidisciplinary in distance and blended learning" and "use of it for teaching personal branding and job hunting skills".

EPBE TRAINING CLUSTERS

How can the clusters EPBE local "multidisciplinary" work in the best way?

- How to implement your own personal branding and become more familiar with social media from a professional perspective.
- How to establish the relationship between personal marketing and online reputation.

EPBE GOALS OBJECTIVES EPBE ASSOCIATED PARTNERS

- To identify appropriate job search sites and apply online.
- How to get the most out of internet and social media in job hunting by using both traditional and online resources.

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 www.twitter.com/stepseurope

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