



Program

Monday, February 10, 2014

Polo Scientifico e Tecnologico "Fabio Ferrari", Room A209

8.30 **Registration**

9.00 **Opening**, Dario Petri, Mario Fedrizzi, [Scientific Committee](#)

9.15 - 12.30, 14.30 - 18.30

Fundamentals for boosting a successful career

[Emanuele Marchi](#), Zobe Group, Human Resources Director

- Basics of company organization: How companies look and how they work
- Motivational factors for the employees: What is driving persons in their careers?, How to better pursue professional goals
- Expected (and valuable) key competences: Which are the competences you must develop to be successful?
- The employment life cycle: Joining, growing and leaving companies (employability vs. employment)
- Internal communication : How the communication flows inside the organizations

Tuesday, February 11, 2014

Polo Scientifico e Tecnologico "Fabio Ferrari", Room A209

9.00 - 12.30, 14.30 - 18.30

Project management: fundamentals and case studies

[Andrea Molinari](#), University of Trento

The aim of the lesson is to introduce the issues related to Project management as a applicative discipline, tying some theoretical foundations with practical applications, case studies and tools to support the Project management itself.

Main methodological tools for Project management will then be presented, complemented with some theoretical concepts of Project management that are the basis of the activities of the Project manager:

- running a project
- management of time and resources
- reporting and closure of a project.

The themes are then supplemented by the presentation of the initiatives of the Project Management Institute (PMI), an internationally recognized authority, and Northern Italy Chapter, with discussion of case studies and best practices of the PMI experts.



■ Wednesday, February 12, 2014

Polo Scientifico e Tecnologico "Fabio Ferrari", Room A209

9.00 - 12.30

Planning and building real options into projects, products and systems

[Mikael Collan](#), Lappeenranta University of Technology, Finland

- Introduction to real options
- What is planning real options ex-ante into projects / products / systems (platforms)
- Industrial cases with real world real options
- Short introduction to real option valuation

14.30 - 18.30

A startup founder's life: innovating for the world

[Paolo Lombardi](#), Trento Rise, New Business Creation Manager

Starting a new innovative company has become more accessible and cheaper than in the past. A startup life brings many joys (and many sorrows), can generate great satisfaction (and unbearable stress), and allows for social impact (or fail miserably).

What are the necessary ingredients for a startup?

How to assess if entrepreneurial life is for you?

Is it better a lifestyle company or a high growth?

What are the tools and supports today for founding an innovative company?

Where to start from?

■ Thursday, February 13, 2014

Polo Scientifico e Tecnologico "Fabio Ferrari", Room A209

9.00 - 12.30

Quality and innovation engineering

[Dario Petri](#), University of Trento

- Definition of quality; quality perspectives; quality models
- Quality management paradigms
- Fundamentals of technology innovation management

14.30 - 18.30

Guided tour at the Adige S.p.A. Company

[Luca Arighi](#), Adige S.p.A.

IEEE
ITALY SCHOOL OF
CAREER BOOSTING
Trento, February 10-14, 2014



Friday, February 14, 2014

Polo Scientifico e Tecnologico "Fabio Ferrari", Room A209

9.00 - 12.30, 13.30 - 16.30

Successful entrepreneurship: stories and initiatives

9.00 - 10.00

"Esercitare liberamente il proprio ingegno, ecco la vera felicità." (Aristotele)

Mauro Ognibeni, Eurocoperture S.r.l.

Per il successo, le piccole imprese devono puntare al benessere e alla soddisfazione del personale, valorizzando la massima la loro fantasia, creatività, motivazione e autonomia.

10.00 - 11.00

Innovation and Industrio, the High-Tech Startup Accelerator

[Alfredo Maglione](#), Optoi S.r.l.

The talk introduces the case story of Optoi, which was founded in 1995.

This is a high-tech company producing silicon sensors and smart measuring systems.

The talk is then focused on Industrio Ventures, the new privately funded accelerator for hardware, industry and technology startups based in Trento.

Industrio is aimed at accelerating hardware startups by providing seed funding, technologies, know-how and an international network of mentors and partners.

11.30 - 12.30

The personal branding

[Haidi Garulli](#) and [Chiara Lombardo](#), Job Guidance, University of Trento

- What is the *personal branding*
- How to build a good *on-line reputation*
- Strategies to develop an effective career plan

13.30 - 15.00

A successful professional application

Haidi Garulli and Chiara Lombardo, Job Guidance, University of Trento

- The strategic importance of the CV and cover letter
- How to write an effective CV and cover letter

15.00 - 16.30

Going for professional interviews...

Haidi Garulli and Chiara Lombardo, Job Guidance, University of Trento

Tips and tricks to prepare a good interview

16.30 - 17.30

Delivery of certificates of attendance

Dario Petri, Mario Fedrizzi, [Scientific Committee](#)