

YEES FINAL CONFERENCE

MULTIPLIER EVENT MINUTES

Title of the conference	Youth entrepreneurship and employment support
Date of the conference	27 of April 2017
Place of the conference	Algemesi (Spain) – Old Theatre
Description of the conference	<p>Participants in the YEES Final Conference were:</p> <ul style="list-style-type: none"> • more than 400 participants from 10 different VET schools in the Valencian region; • students from the 10 schools involved in the project; • more than 40VET teachers; • one representative of the local authorities; • one representative from the UGT Trade Union; • two inspectors of education; • several representatives of the entrepreneurs' association of Algemesi <p>The multiplier event was organized to disseminate the project results and to promote the use of social media for employment.</p> <p>During the event YEES result were presented to the participants, we show them the guides, the MOOC course, the advantages to work with crowdsourcing and how to use the project portal to access the to the results.</p> <p>The project results presented during the conference were:</p> <p>Guides for Teachers and Trainers</p> <p>Guide 1 - "Personal Digital Identity - A guide for teachers on how to train their students on web reputation related issues" focuses on: professional profiles, curriculum creation, employment portals, social media resources, do's and dont's on the use of Social Media for job research.</p> <p>Guide 2 - "Digital Identity for Companies - A guide focused on the creation and promotion of e-companies through the effective use of social media" focuses on the creation and promotion of e-companies through the effective use of social media. This guide also includes a collection of teaching resources about social media technologies that are relevant for the enterprises promotion.</p>

Adopt an enterprise – Crowdsourcing practical experience

Project partners presented “Adopt an enterprise” experience, where students, companies and teachers - duly guided by the partners - developed the brand image of a real enterprise in each country according to a transnational approach. In each partner country, the actors involved in the national crowdsourcing experience were the following:

- an enterprise, whose digital identity had to be developed, represented by its CEO;
- 4 teachers in representation of the project partners’ countries: Italy, Poland, Portugal and Spain;
- 4 classrooms in which the above mentioned teachers usually have classes;
- 1 representative for each contractual partner.

MOOC based training course "Social media for new jobs"

Project partners presented the e-learning based training package addressed to VET teachers, students and company managers. The course is organized in 3 modules:

- Personal Digital Identity
- Digital Identity for Companies
- Monitoring of Changes in the Labour Market

YEES portal that makes available all the results:

- Guides, providing access to the guides, materials and resources produced and focusing on social media for employment;
- Crowdsourcing Platform, providing access to both the crowdsourcing platform used by teachers/students/companies during the “Adopt an enterprise” experience and full access to the plans produced during the activity as organised by the project partners;
- the e-learning course for teachers and trainers, including the direct link to its version uploaded on MOOC.

Some participants were really interested in registering in the MOOC course and all the project activities and they asked several questions about all the project results and impact in our students