



Produced by the Basilicata Region

Thanks to "JobbingFest - Meeting the Future" the Basilicata Region, as part of its Communication Plan, wanted to offer the students, in their high schools' final years, the opportunity to experience a very special day, speaking about job opportunities and not considering them as a problem. The objective was to communicate the crisis as a change so inviting young people to discover their talents, to read the labor market trends, to use the web to inform and the social media to build relationships and, last but not the least, to learn about the opportunities arising from the European Union in order to become European citizens.

### **JobbingFest: to be managers of themselves and masters of their own destiny**

The format, live streaming broadcasted, has provided a TED-style conference first part, using video, music, and technology (especially livetweeting). But the spotlight was the people: persons are the ones that make the difference, and the people was at the center of the event. Young entrepreneurs and startupper, actors and TV anchor people, as well as institutional representatives, have spoken about themselves in a storytelling mode, providing to the young people experience and energy, to give them confidence and to make them dream.

### **The future does not expect: it must be built**

In the second session, thanks to the help of experts such as coaches, trainers, and counselors, and of international corporations related to the world of work (as Monster or Manpower), some workshops having topics such as motivation, new forms of curriculum vitae and job interview have been held. Web experts have finally driven the boys to the discovery of the Net and the social networks as tools to build network and find jobs.

### **JobbingFest: share, dream, design**

Cost of the initiative: € 39.541,00 + VAT.

The event was held in Potenza on the 27th.9.2013 and in Matera on the 28th.9.2013.

The participants, mostly coming from Potenza and Matera's High Schools, were over 400.

Students belonging to institutes located outside the two main cities were able to follow the initiative in livestreaming.

The event was spread beyond regional boundaries thanks to the partner media.