

IO1 Skills Matrix for SMEs

Sector	Skills / Training	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skills
Technology	Augmented Reality Basics	Deep knowledge about the definition and how it can be used	Use of software and hardware Deep knowledge of technology devices and holograms	How to create or apply the AG to a technological device	Improvement mentality Flexibility Constant update
	Digital skills - Digital communication	Knowledge of the main online communication ways	How to use every kind of digital communication	Use of social media, networks, platforms and search engines	Provide a good impression Clear communication
	Digital skills - digital safety	Knowledge of digital safety, criminality and web risks	How to surf the net without any risks	Use of security devices and following the rules	Ability of surfing the net properly
	Digital skills - digital marketing	Knowledge and competences of digital marketing	Knowledge of digital marketing main principles and applications Computer science skills Social media and network competences	Development of a digital commercial net Analysis of market trends Creation of offers Choice of the target eCommerce competences Use of social media, networks, blogs etc..	Constant update Good online presence Clear communication Positive interaction with customers
	Social media - marketing CEO	Knowledge about CEO and brand reputation	How to build and maintain a positive online reputation Basic digital skills	Development of a good online reputation for the business and the stakeholders Leadership skills	Individuation of a charismatic leader Development of an appropriate leadership Confidence inspiring
	Digital content creation	Knowledge of digital contents	Use of software and hardware How to produce interesting contents Computer science skills	Use of every kind of program to create digital contents Be able to make the most of digital contents Publicize products/services	Draw customers attention for the business

The collaboration is intentionally structured in such a way to provide flexibility for members to act in concert or individually on issues as they arise. There is need of diversity for the parties involved and the collaboration recognizes the need for flexibility in order to allow participating members to act both as a united collaboration and as individual organizations supporting diverse agendas.

Cooperation and networking	Developing formal MOUs	Understand the need for formal contracts and MOUs	Definition, development and creation of a MOU	Finding a convergence of will for concluding a formal agreement between two or more parts	Offer and acceptance Consideration Intention to be legally bound
	Collaboration skills and collaborative entrepreneurship model	Knowledge of the importance of collaboration patterns between the parts	Collaboration patterns	Maximize the potential by creating a collaboration net for new ideas and decisions Creation of a new business model Adding values to products and services	Cohesion Competitivity Improvement mentality Adoption of different points of view
	Building a team	Understand the importance of building a team	Concept of team and its applications	Team working Team leading Confidence Complementary Communication Commitment Coordination	Active listening Cohesion Open mindedness Identity Adoption of different points of view

	Empirical tourism	Understand new trends and the tourism industry	Knowledge of the tourism supply from an empirical side Data collection and analysis Cluster analysis applied to tourism The use of STATA with tourist data	Use of empirical data for tourism problems Identify the right econometric technique Econometric analysis Results interpretation	Promotion and advertising
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Tourism	Tourism innovation process	Understand how innovation is developed	Know and use new technologies, like AR, to promote tourism	Individuation of the best practises to utilize technologies for involving and drawing tourists attention Constant improvement and update of technology	Promote the new technologies as the future of tourism
	Sustainable entrepreneurship and green tourism	Importance of sustainable development	Create a sustainable development path for the business Knowledge of how to save resources, reduce energy use and waste disposal limiting the pollution	Decrease of pollution coming from production chain Improvement of production efficiency Decrease of environmental impact of the products and waste	Increase of the knowledge of the stakeholders about sustainable growth Promotion of this business pattern Adopt a sustainable outlook
	Digital tourism	Innumerable new possibilites that this kind of tourism can offer	Computer science and digital skills	Use of social network Surfing the net, finding and comparing information Social media management Being easily accessible on Google	Interaction with stakeholders and customers Online promotion and advertising
	Emerging economies - future trends	Deep knowledge of new tourism trends	Individuation and choice of profitable tourism sectors	Update, modernisation and flexibility of the business Following and adoption of new tourism trends	Promotion and advertising
	Corporate identity	Make the business recognizable in the market	Strategic planning to promote stakeholders relationships Graphic design skills Knowledge of marketing laws and rules	Become different and recognizable Meeting customers needs Collaboration between customers and employers How to communicate clearly with customers Adopt a coherent strategy	How to do an effective presentation Communication and listen to stakeholders by several ways Spread your vision and your mission Develop a good reputation

Corporate identity marketing

<p>Strategic marketing</p>	<p>Knowledge of strategic ways for business management</p>	<p>Analysis of the market's supply Classification of the customers Target choice Individuation of the need to satisfy and the product or service to offer</p>	<p>Individuate and adopt the appropriate strategy for a particular situation Choose the target and the need to satisfy Avoid the menaces and solve the problems General and constant improvement of the business Exploitation of the territory and market opportunities</p>	<p>Focus on advantages and utility for convincing the customers to purchase Ensure the necessity of your products</p>
<p>Operative marketing</p>	<p>Know the right tools and combinations to use in order to obtain the desired market response</p>	<p>Learn the marketing strategies for sales Use the supply and demand oscillation for creating your own business and entering in the market</p>	<p>Knowledge of every information about the products (or the services), the prices, the promotion, the ways to allocate and transport, the availability Be able to sell major amounts of products</p>	<p>Provide a perfect presentation of yourself and your business Demonstrate and convince the customers about the utility of the products/services</p>
<p>Promotion</p>	<p>Promotion and publicizing your business</p>	<p>Know every activity and the best practises to effectively publicize your business</p>	<p>Show vantages and disadvantages of the business Convince the customers to purchase Create an advertising campaign with effective contents Use of social media and networks Create a Community Management Ability of interpret customer's needs Discounts and special offers</p>	<p>Provide a perfect presentation of the business by means of several communication ways Use of forums and social networks for managing comments and reviews Events participation for illustrating and promoting</p>

	Storytelling	Know how to create and narrate an involving story about the business, trying to emotionate and draw clients attention	Knowledge of the hystorical facts, legends, ancient traditions, stories to tell	Focus on the right target Involve the clients Use of forum, social media, social network, "behind the curtains" Increase the brand awareness Customers retention and positive word of mouth	Individuate the right language and communication ways to involve and attract the customers
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