Agenda

11:45 – 12:00 – Arrival and Registration

12:00 – 12:30 – Welcome, Partnerships and Resources - Marie Cronin, CompTIA

Join us for this enlightening session to discover how CompTIA is redefining the role of education in the tech industry and how you can be a part of this exciting journey.

Key Takeaways:

- Introduction to Learning-Centric Approach and how hands-on experience bridges the gap between theory and practice.
- Introduction to new vendor certifications and how they align with industry demands.
- Understanding the shift from certification to comprehensive learning.
- The importance of a solid educational foundation in career development.

12:30 – 13:00 - Navigating CompTIA's Position within the Training Landscape
Dr James Stanger, Chief Technology Evangelist, CompTIA

Dive into the depths of skills that go beyond the conventional curriculum, with a special focus on how CompTIA certifications stack up in Italy. This session, grounded in the latest CompTIA research, offers a unique perspective on evaluating training to address the skills needs of the most in-demand jobs.

Key Takeaways:

- Competitive Certification Landscape
- The need for a Strategic Skills Development focus
- Emerging Cyber Security Skills
- Data Analytics in Cyber Security

13:00 – 13:45 - EU Law: Timelines and Compliance Essentials Impacting Skills in Italy
Gianluigi Marino, Head of Digitalisation Partner, Osborne Clarke

This session delves into integrating EU law with Italian legislation, outlining key compliance timelines and milestones. Participants will learn through a comprehensive checklist, from assessment to implementation, and discover essential tools and resources. It also covers strategic approaches to specific training regulations, ensuring effective compliance management.

Key Takeaways:

- The EU Legal Framework: How EU Law Interacts with Italian Law
- Key Milestones and Timelines for Compliance
- Compliance Checklist: From Assessment to Implementation
- Tools and Resources for Compliance Management
- Deep Dive into Specific Regulations and Compliance Strategies

13:45 – 14:45 – Lunch

14:45 - 16:00 – Understanding Personas – Know Your Customers and What They Want
Sophie Stocking, Marketing Director EMEA, CompTIA
Unlock the full potential of your marketing strategy with the Power of Personas. This session promises to transform your approach to marketing, ensuring your campaigns are more targeted, engaging, and effective than ever before.

Key Takeaways:

- Foundations of Marketing Personas
- Accurately Reflect your Target Audience's needs, preferences, and behaviours.
- Enhancing Customer Journeys to enhance user experience.

16:00 – 16:15 – Conclude