



CONNEXIA

Creativity in Love with Data and Technology

Specialist training courses

Digital Marketing and Big Data: the third edition of the IED Milan Specialisation Course starts in March

Connexia is a scientific partner.

Two full scholarships are being offered by NAOS.

Milan, 29 January 2020 - IED Milan presents the third edition of its **Specialisation Course** in [Digital Marketing and Big Data](#), with a focus on the analytical and operational tools needed to plan marketing and communication initiatives in a digital context. [Connexia](#) is a scientific partner of the course, as a communication agency that combines data, creativity, media and technology. As a pioneer of the data-driven mindset, the company is supporting the project together with [NAOS](#), a multinational within the field of skincare that is renowned for its products from the BIODERMA and Institut Esthederm brands, which is offering **two full scholarships** for tuition fees.

The course consists of 90 hours of training in the classroom with two weekly meetings in the evenings.

There are three teaching modules - Context and Tools; Data, Strategy and Creativity; and Project Work - offering a focus on the analysis of data and the construction of digitally-orientated creative solutions, through the contributions of two partners who are thoroughly committed to innovation.

Beginning on 4 March and concluding on 9 July 2020, students will have the chance to learn more about tools and how to use strategic and creative incentives to adapt them to digital use and employ them for data analysis. For the third consecutive year, the scientific coordinators of the course will be

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Michele Sarzana, Manager of Advertising & the Digital Hub of **Fastweb**, and **Massimiliano Trisolino**, Managing Partner for Strategy & Creativity at **Connexia**.

To apply for one of the two scholarships, please submit your application via the IED platform by filling in the relevant online [form](#) and sending an up-to-date version of your CV, together with a cover letter, by 11.59 pm on Tuesday 11 February.

Candidates will be summoned by their Admission Advisor for an on-site interview and winners will be announced on Monday 17 February.

"This year, the course - coordinated by Massimiliano Trisolino and Michele Sarzana - will further develop its focus on data (small and big data, data analysis and data tools) - partly due to the numerous requests we receive from the world of work.

*- states **Elena Sacco, Director of the IED School of Communication in Milan** - During the course, we will be collaborating once again with NAOS, which will allow the students of our Specialisation Course in Digital Marketing and Big Data to experience three projects entrusted to us by the company, with the opportunity of competing for two scholarships that will be awarded on the basis of merit".*

*"We have been extremely pleased with the success of the past editions of the **Specialisation Course in Digital Marketing and Big Data** run by IED, and are very happy to renew our collaboration with NAOS, which will again be providing two scholarships to cover the entire course this year. This is a choice that aligns perfectly with our values. One of Connexia's key objectives is its desire to invest in people - and especially young talent - for whom we are constantly on the lookout to build and develop multi-disciplinary working teams. - comments **Massimiliano Trisolino, Managing Partner for Strategy & Creativity at Connexia** - Collaboration between professionals with varied but complementary expertise is the basis of our working model: as a communication agency with a data-driven approach to creativity, we know that data analysis and digital marketing strategies are an increasingly important asset for companies, which is another reason for bringing our experience*

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to the IED course and contributing to the training of new talent".

More information regarding the IED Milan Specialisation Course in Digital Marketing and Big Data, commencing on 4 March 2020, is [available here](#).

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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