

*de Sío*  
g r o u p

training | consulting | marketing | communication



# Group introduction

*De Sio* group has a thirty-year expertise in the fields of consulting, training, advanced quality systems and communication for companies and public administration





# Traning and consulting

- Consulting for enterprises and Public Administrations in the fields of
  - Technical Assistance
  - Training and counselling
  - Organization and management
  - Research
  - Design and implementation of quality systems



# Technical Assistance

Realization of complex projects regarding:

- skills upgrading related to the reorganization of the public administration and management for processes
- interventions of organizational analysis, detection workload, needs analysis and skills upgrading
- design and study of innovative organizational mode
- participation in competence centers for transnational projects in Europe, with socio-economic research and technology transfer

# Technical Assistance

## **Consulting regarding agricultural politics:**

- for surface and assets investments at regional, national and community level
- for global improvement of enterprises

## **Assistance to enterprises to plan Traceability Integrated Projects in different steps :**

- analysis of needs
- planning and realization of investments
- commercialization

## **Counselling for enterprises to introduce process and product innovations:**

- supporting the new processes management
- spreading knowledge regarding compatible production practices, environmental protection and biodiversity conservation
- offering consulting to establish consortia of protection, to draw up production regulations and to present documents to obtain quality certifications (DOP, DOCG, IGP e BIO)

# Training and Counselling

Specific consulting for:

- Managerial training (enterprises and representative organizations)
- Training for “ad hoc” consulting interventions
- Training courses and workshops for managers and top management of enterprises and representative organizations
- Planning and management of training and counselling interventions
- Training needs analysis and personnel training
- Training of trainers and update for Education and Health systems

# Organization and management

Plans to enforce and maintain the quality system within public and private enterprises. In particular:

- Organizational analysis and planning
- Corporate analysis for strategic counselling
- Organization and development of planning and/or control integrated systems
- Economic and financial analysis for profitability of investments
- Feasibility projects and business Plan
- Corporate check-up to measure company effectiveness and efficiency
- Effectiveness and efficiency analysis of distribution systems
- Workload analysis



# Research

- Economic and social researches in national and European area
- Field and strategic placement analysis of enterprises
- Market researches
- Development plans of the Customer Satisfaction

# Quality

Counselling for companies to reach the quality standards according to current regulations thanks to a team of experts and a strengthened network on territory.

## **Certifications:**

- quality management system UNI EN ISO 9001:2008
- management system for the environment UNI EN ISO 14001:2004, EMAS and
- ECOLABEL
- management system for the safety and health in workplaces OHSAS 18001
- support for enterprises to obtain product certifications and high quality brands in agricultural field

## **Intervention areas:**

- agro-industry
- bioenergy
- tourism
- advanced tertiary

| ACTIVITY                 | INTERVENTION  | CUSTOMER                            |
|--------------------------|---|-------------------------------------|
| Training and counselling | <i>Training for transnational cooperation for GAL of Basilicata</i>   | Regione Basilicata Dip. Agricoltura |
| Training and counselling | <i>Training relating to rural innovation programs</i>   | Gal Meridaunia                      |
| Training and counselling | <i>Training for companies producing representative products</i>   | Gal Sviluppo Vulture                |
| Training and counselling | <i>Training for young farm manager</i>  | Alsia                               |
| Training and counselling | <i>Updating and development of company competences</i>  | Ati Clematis – Vitalba funghi       |
| Training and counselling | <i>Quality competences for the protected cultivation of tomato “cherry”</i>   | Società Agricola Orto Serre S.r.l.  |
| Training and counselling | <i>Competence and professionalism for excellence in producing female buffalos</i>   | La Marchesa S.r.l.                  |
| Training and counselling | <i>Quality of competences to enhance the Aglianico del Vulture wine</i>   | Cantine del Notaio                  |
| Training and counselling | <i>Competences and innovation in agriculture – Public Notice 11/05 – Training for the development of Metaponto Agrofood quality district</i>      | Azienda Agricola Battifarano        |
| Training and counselling | <i>The value of competences in the agrofood field – Public Notice 11/05 – Training for the development of Metaponto Agrofood quality district</i> | Agrifela srl                        |
| Training and counselling | <i>The value of competences within Cantina Martino</i>  | Casa Vinicola Armando Martino       |
| Training and counselling | <i>Quality, health and safety in the greenhouse</i>   | Az. Agric. Rosa Angelo Raffaele     |
| Training and counselling | <i>Environmental innovation in agriculture</i>  | Bioserre                            |

| ACTIVITY                 | INTERVENTION  | CUSTOMER   |
|--------------------------|---|--|
| Training and counselling | <i>Safety in the food sector</i>  | Manpower   |
| Training and counselling | <i>Course for territorial marketing and wine and food promoters</i>   | PromuovItalia  |
| Training and counselling | <i>Training seminars about quality, environmental quality and social quality – Course about “Quality and certification in the agro-industry production”, “Regulations for BRC and IFS certifications”, “Traceability and food safety”</i> | Consorzio VigneCantine   |
| Training and counselling | <i>Training and replacement in the work market of workers working in living room sector of Matera – Course for tree trimmer (two edition)</i>   | Provincia di Matera  |
| Training and counselling | <i>Tour operators</i>   | Regione Basilicata e Formapi e C.M. “Medio Agri Sauro”         |
| Training and counselling | <i>Updating of hotel managers</i>   | Consorzio “Basilicata Turismo”                                 |
| Training and counselling | <i>Tourism marketing expert</i>   | Regione Basilicata   |
| Training and counselling | <i>Development of competences of tour operators of Val d’Agri</i>   | Consorzio Turistico Alta Val D’Agri                            |
| Training and counselling | <i>Trainig for seasonal workers and tour operators – Project Equal – “Quality and Innovation for the tourism of the future in south Basilicata” - EQUAL – 2003-2005</i>   | Tour operators   |
| Training and counselling | <i>Longlife training for hotel personnel: English and customer reception</i>  | Midi hotel – Lagonegro (PZ)                                    |
| Training and counselling | <i>Development of competences in the field of tourism and hotel</i>   | Consorzio operatori turistici del Pollino – Sirino – Volturino |
| Training and counselling | <i>Training and replacement in the work market of workers working in living room sector in the province of Matera – Course for receptionist (two editions)</i>  | Ministero del lavoro (art. 26 l.845/78)                        |

| ACTIVITY                 | INTERVENTION   | CUSTOMER  |
|--------------------------|--|---|
| Training and counselling | <i>Studies to identify innovative models to reorganize and manage social and sanitary services (PON-ATAS)</i>  | Ministero della salute Roma   |
| Training and counselling | <i>Elderly assistance</i>  | Comune di Ascoli Satriano   |
| Training and counselling | <i>Childhood services, handicapped persons</i>   | Comune di Ascoli Satriano   |
| Training and counselling | <i>Elderly assistance</i>  | Comuni di Montesano sulla Macellana, Noepoli, Policoro, Ripacandida e San Martino |
| Training and counselling | <i>Organization of an international seminar about social and sanitary services</i>   | Deloitte Consulting spa   |
| Training and counselling | <i>Home help operator – Training and replacement in the work market of workers working in living room sector in the province of Matera</i>           | Ministero del lavoro (art. 26 L 845/78)   |
| Training and counselling | <i>Assistance and care operator - Training and replacement in the work market of workers working in living room sector in the province of Matera</i> | Ministero del lavoro (art. 26 L 845/78)   |
| Training and counselling | <i>Courses - contest</i>   | Regione Basilicata  |
| Training and counselling | <i>Updating for traffic managers, officers and agents</i>  | Amministrazione provinciale di Potenza  |
| Training and counselling | <i>Educational methods for trainers</i>  | Singoli formatori   |
| Training and counselling | <i>Farm system</i>   | Azienda Agricola Mocchiola Giuseppe   |
| Training and counselling | <i>Development of managerial abilities for employers</i>   | Monticchio Gaudianello spa  |

| <b>ACTIVITY</b>          | <b>INTERVENTION</b>  | <b>CUSTOMER</b>   |
|--------------------------|--|---|
| Training and counselling | <i>Training of officers – “Working for processes”</i>  | INAIL Sedi regionali di Calabria e Basilicata                     |
| Training and counselling | <i>Updating of APOF trainers</i>   | Regione Basilicata  |
| Training and counselling | <i>Reorganization of organization structure</i>  | Amministrazione provinciale di Potenza                            |
| Training and counselling | <i>The public contracts of works, services and supply according to the new contracts Code</i>                                | Ospedale San Carlo di Potenza e Consiglio Regionale di Basilicata |
| Training and counselling | <i>Training courses for employers of Regional Council</i>  | Consiglio Regionale di Basilicata                                 |
| Training and counselling | <i>IFTS Superior technician for the monitoring and managing of territory and environment: POR Campania 2000/2006 mis.3.7</i> | Regione Campania  |
| Training and counselling | <i>Experimental project for the placement of unemployed of long duration – Counselling Lot 2 NA</i>                          | Provincia di Napoli   |
| Training and counselling | <i>FOD Training Counselling Teachers against non-attendance at school - POR Campania 2000/2006 mis. 3.6</i>                  | Regione Campania  |
| Training and counselling | <i>AFD Updating Teachers Training: Por Campania 2000/2006</i>  | Regione Campania  |
| Training and counselling | <i>Master’s degree for management of TPL services expert - Por Campania 2000/2006 mis. 3.7</i>                               | Regione Campania  |
| Training and counselling | <i>Education of adults (over 55) – fundamentals of computer studies: Por Campania 2000/2006 mis. 3.8</i>                     | Regione Campania  |
| Training and counselling | <i>Equal – RIS Project – Social Companies Retraining: Equal complex projects – Management Axis mis. 2.2</i>                  | Regione Campania  |

| ACTIVITY                 | INTERVENTION   | CUSTOMER                                   |
|--------------------------|--|--|
| Training and counselling | <i>Effective and conscious parents: Por Campania 2000/2006 mis. 3.8</i>  | Regione Campania                           |
| Training and counselling | <i>“Culture and quality services for tourism” Project</i>  | Fondimpresa - (Complesso Turistico Averno) |
| Training and counselling | <i>IFTS Superior technician for the monitoring and managing of the territory and environment</i>   | IFTS CIPE - IPIA Leone di Nola             |
| Training and counselling | <i>Social inclusion project in the north of Naples: POR Campania 2000/2006 mis. 3.5 – Forbidden to forbid it’s a ban</i>   | Regione Campania                           |
| Training and counselling | <i>Social inclusion project in the north of Naples: Por Campania 2000/2006 mis. 3.6 - the game</i>   | Regione Campania                           |
| Training and counselling | <i>Social inclusion project in the north of Naples: Por Campania 2000/2006 mis. 3.6 - the movement</i>   | Regione Campania                           |
| Training and counselling | <i>FARO – Advanced Training about Networks for Organization</i>  | Fondimpresa - (Boviar srl e Strago srl)    |
| Training and counselling | <i>Higher Training - Environment monitoring expert</i>   | Regione Campania                           |
| Training and counselling | <i>Higher Training – TPL service management expert</i>   | Regione Campania                           |
| Training and counselling | <i>Alternative and experimental careers for young people out of the educational system PAS “Kitchen Worker”, “Chocolate Maker” and “Confectioner”, in cooperation with IPSSAR Cavalcanti of Naples</i> | Regione Campania                           |
| Training and counselling | <i>Alternative and experimental careers for young people out of the educational system PAS “Window dresser”, in cooperation with ISIS Torrente of Casoria (NA)</i>                                     | Regione Campania                           |
| Training and counselling | <i>Italian for foreign students and researchers</i>  | CEICC - Comune di Napoli                   |

| ACTIVITY                    | INTERVENTION   | CUSTOMER                                  |
|-----------------------------|--|---|
| Training and counselling    | <i>Support to training activities of the project “FINAL” (PON Ricerca e Competitività) - 2nd level Master degree in cosmetic science and technique and Specialization course in nutraceuticals</i> | Università degli Studi di Salerno         |
| Training and counselling    | <i>Support to training activities of the project “FINAL” (PON Ricerca e Competitività) - Specialization course in nutraceuticals</i>   | Università degli Studi di Messina         |
| Training and counselling    | <i>Project “P.A.S.T.A.” – corporate paths of development of food technologies – From the mill to the table</i>   | Fondimpresa - (Pastificio Lucio Garofalo) |
| Training and counselling    | <i>Training course concerning the elements of “monitoring and reporting in FSE projects and active work policies”</i>  | Promuovitalia                             |
| Training and counselling    | <i>Course for plumbers about safety, environment and fire control</i>  | Comunità Montana Vallo Lauro e Baianese   |
| Organization and management | <i>Feasibility study aimed at a strategic re-configuration of the activities and services of Comune di Terzigno (NA) and at the formation of a public-private corporation</i>                      | Comune di Terzigno (Na)                   |
| Organization and management | <i>Contents for a multimedia CD ROM concerning “Create Company” for the training, adjustment and organizational development project of the Employment Exchange of the Province of Benevento</i>    | Cescot di Benevento                       |
| Organization and management | <i>Tutoring for companies benefitting from special terms by law 488 in range of measure 1.2 of PON Sviluppo Imprenditoriale Locale 2000-2006</i>   | Ministero delle Attività Produttive       |
| Organization and management | <i>Organizational analysis</i>   | Studio Legale Avv. Galgano di Napoli      |
| Organization and management | <i>Company check-up and marketing plan</i>   | Complesso Turistico Averno                |



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|-----------------------------|---|---|
| Organization and management | <i>Investments estimation relative to market expectations and economic and financial expedience</i>   | GAL Partenio  |
| Organization and management | <i>Support to create and develop a consortium for the protection and improvement of the territorial image</i>   | Casalia Consortium                                      |
| Organization and management | <i>Business Plan and financial consulting for the Commercial Centre in Teverola (CE)</i>  | Mediterraneo  |
| Organization and management | <i>Assistance to prepare the strategic plan (vision definition, mission and company strategies)</i>   | COTRAL  |
| Organization and management | <i>Analysis of profit and loss account of TPL companies and definition of costs standard</i>  | CSST S.p.A  |
| Organization and management | <i>Rationalization and improvement plan for the organizational structure and the staff equipment of the authority</i>   | Azienda Territoriale per l'Edilizia Residenziale Matera |
| Research                    | <i>Analysis and market research for prototypes of Consorzio Corited</i>   | Siemens Facility Mangement Service SpA                  |
| Research                    | <i>Economic and financial fasibility study concerning the access to benefits provided for the Territorial Agreement "Sapori Lucani"</i>   | CO.VAL. 2000  |
| Research                    | <i>Activity aimed at the proposal and testing of innovative models of children care services to implement in Basilicata municipalities with a population of less than 3.000 inhabitants</i> | Regione Basilicata                                      |
| Research                    | <i>Activity aimed at identifying services models and/or methods of intervention to encourage the return at work of women after maternity</i>  | Regione Basilicata                                      |

| <b>ACTIVITY</b>                             | <b>INTERVENTION</b>   | <b>CUSTOMER</b>                      |
|---|---|--------------------------------------|
| Research                                    | <i>Market research in the field of " health logistics "</i>   | Telekna                              |
| Research                                    | <i>Studies and analysis on how to transfer Good Practice and training models</i>  | Regione Campania                     |
| Research                                    | <i>Realization of a guide to markets and in developing sectors</i>  | Sannio Europa                        |
| Research                                    | <i>Study/market research to define the lines of development of wine production of Consortium Vignecantine</i>   | Consorzio VigneCantine               |
| Research                                    | <i>Acquisition of business data trough a questionnaire and a reading software and monitoring system for all the companies engaged in passenger services in Campania</i> | Regione Campania                     |
| Planning and improvement of quality systems | <i>Improvement and maintenance of quality system according to regulations ISO 9001:2008</i>   | Studio Legale Avv. Galgano di Napoli |
| Planning and improvement of quality systems | <i>Improvement and maintenance of quality system according to regulations ISO 9001:2008</i>   | Complesso Turistico Averno           |
| Planning and improvement of quality systems | <i>Improvement and maintenance of quality system according to regulations ISO 9001:2008</i>   | Archingengno srl                     |

Communication



# Our Services

Creativity

Media planning

Social media strategies

Organization of events and participation to exhibitions

Institutional relations

# Creativity

Conception and realization of:

- *logo*
- *marks*
- *corporate identity*
- *depliants*
- *brochures*
- *catalogues*
- *publications*
- **Advertising campaign** (*TV spot, radio spot, billposting, advertising on press, banner*)
- Multimedia projects for CD, DVD and other devices
- Planning and realization of web sites and portals (e-commerce too)

# Media planning

The media planning service is divided into several phases:

- Budget identification (how much to spend) or budget management (how to spend)
- Target identification (to whom communicate, analysing the socio-demographic profile also through concentration indices on Eurisko data)
- Media objectives identification (what to get in terms of coverage, pressure, frequency)
- Media selection (which to use on the basis of maps of fruition, of affinity / GRP 's, when and how to use them)
- Checking the results (to measure the effects)

# Social media strategy

In addition to the planning on classical media, we take charge of strategies on social media and social networks, guiding our clients in the world of social web through **conversational marketing**. The service is divided into several phases:

- *Objectives identification*, through the analysis of current presence on social web, brand reputation, competitors, answer of current clients
- *Garrison* - to build a strong presence on social media according to the company, its field and objectives
- *Listening and monitoring* – what about the company, products and services or competitors on the web
- *Participation to conversations* - Community management, support to users' conversations, offering useful inputs with appropriate languages, answering to customers through customer services
- *Strategia* - a strategy aimed to reach the agreed business objectives. We can put to use viral marketing strategies, sponsored conversations and digital PR or creative contests integrated with offline and other communication instruments, to **give the buzz**
- *Engagement and measuring of results* – measuring of activities, evaluation of engagement rate and of sentiment ratio and ROI

# Organization of events and participation to exhibitions

A complete service to organize:

- conferences, conventions, meetings, openings, anniversaries for the launch of new products, information and training seminars
- organization and participation to exhibitions (stand design, care of practices for participation, public relations)



# Institutional relations

Definition of strategies aimed at creating or strengthening relations with the public decision-makers or stakeholders through a plan of institutional relations, which forms the matrix to define and give intentionality to communication.

Over the years we have gained specific experience in the field of

- Territorial promotion
- Institutional communication
- Product Communication

| ACTIVITY              | INTERVENTION   | CUSTOMER                                 |
|-----------------------|--|--|
| Territorial Promotion | <i>Basilicata Home – a format to promote a no conventional tourism presenting Basilicata in Italian Outlet through the establishment of an area of 75 square meters elegantly prepared to host visitors (food corner and beverage, screening area, relax zone, events space and info desk) made in Italy</i> | Regione Basilicata                       |
| Territorial Promotion | <i>Global Design - international communication campaign aimed at promoting a unified image of Basilicata, declined on Italian and foreign press, TV, radio, Internet</i>   | Regione Basilicata                       |
| Territorial Promotion | <i>Campaign in support of event “Città dell’Utopia”</i>  | Comune di Campomaggiore                  |
| Territorial Promotion | <i>Customization and organization of information and exhibition spaces</i>   | APT Basilicata                           |
| Territorial Promotion | <i>Campaign to promote PIT Vulture area in Basilicata through a multilingual portal, promotional material, posters, virtual-tour</i>   | PIT Vulture                              |
| Territorial Promotion | <i>Territorial promotion campaign declined on TV, radio, press and below-the-line tools (paper material, panelling, conferences and press conferences, press tours)</i>  | EPT Salerno                              |
| Territorial Promotion | <i>Development of an illustrated guide containing the list of accomodation facilities of the area</i>  | Parco Nazionale Appennino Lucano         |
| Territorial Promotion | <i>Promotion campaign of Monti Dauni area on an interregional level</i>  | Comunità Montana Monti Dauni Meridionali |

| ACTIVITY                               | INTERVENTION   | CUSTOMER  |
|--|--|---|
| Institutional and social communication | <i>Multimedia communication campaign on a national level about European issues (opportunities for young people, foreign policy and economic crisis)</i>  | Studiare Sviluppo/Presidenza del Consiglio dei Ministri |
| Institutional and social communication | <i>Information campaign on the reform of fiscal federalism</i>   | Studiare Sviluppo/Dipartimento Finanze                  |
| Institutional and social communication | <i>Advertising campaign concerning the issues of ordinary placement and persons with disabilities, declined on media with a national broadcast (TV, press, radio) and communication on the road with an info-point tour which has reached the most remote places of the Italian province</i> | Ministero del lavoro e delle Politiche Sociali          |
| Institutional and social communication | <i>Communication campaign on the results obtained through the use of European funds linked to PON Ricerca</i>  | Ministero dell'Istruzione, Università e Ricerca         |
| Institutional and social communication | <i>Awareness campaign aimed at fighting the forgery - national media plan</i>  | Istituto per la Promozione Industriale                  |
| Institutional and social communication | <i>Information campaign on the opportunities and the results achieved in the 2000-2006 programming – Programma Operativo Regionale</i>   | Regione Puglia  |
| Institutional and social communication | <i>Information campaign on the Osservatorio Permanente per l'Innovazione - corporate identity and communication of activities in the observatory</i>   | ARTI Puglia   |
| Institutional and social communication | <i>CAPSDA - advertising campaign to inform about Public Access Points to Advanced Digital Services</i>   | Comunità Montata Monti Dauni - FG                       |
| Institutional and social communication | <i>Advertising campaign to inform about Employment Exchanges in the province and arrangement of offices</i>  | Provincia di Foggia                                     |

| ACTIVITY              | INTERVENTION  | CUSTOMER                               |
|-----------------------|---|--|
| Product communication | <i>Integrated communication campaign below the line to promote the consortium during the major exhibitions at international level (participation in num. 4 wine exhibitions – London International Wine Fair ,Vinitaly U.S. Tour New York and Philadelphia, Vinexpo France - and organization of two events with buyers - Vignecantine Day and Vignecantine Gran Galà</i> | Consorzio VigneCantine                 |
| Product communication | <i>Realization of the event “growing up, thinking about the future” – Fonti del Vulture</i>   | Coca-Cola HBC Italia                   |
| Product communication | <i>Corporate identity and promotion on social media of the event Pianeta Bufala</i>   | Associazione Puro Gusto                |
| Product communication | <i>Sara Cosmetici – marketing strategy and in store communication – social media strategy</i>   | SARA Cosmetici                         |
| Product communication | <i>Akita gioielli – promotion campaign in foreign countries</i>   | Akita Gioielli - PZ                    |
| Product communication | <i>Identità Lucana - realization of paper and editorial material relating to cultural events and territorial promotion</i>  | Associazione culturale Identità Lucana |
| Product communication | <i>Area 12 – unconventional communication to promote the opening of sale point</i>  | Area 12 - PZ                           |
| Product communication | <i>Accommodations - design and care of the corporate identity and realization of web sites and promotional material (Park Hotel, Terme Lucane, Bouganville, Pianeta Maratea)</i>  | Hotels and accommodations              |
| Product communication | <i>Design of a newsletter</i>   | Basilicata Innovazione                 |
| Product communication | <i>Press office and social media strategy for the event “Casa Sanremo”</i>  | Gruppo Eventi                          |

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## contacts

00165 roma – italy | via andrea doria, 64

85100 potenza - italy | via sicilia, 67 | t.+39.0971.263111 | f. +39.0971.263132

80121 napoli - italy | via carducci, 29 | t.+39 081 410090 | f. +39 081 403066

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[www.istitutopilota.it](http://www.istitutopilota.it)  
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