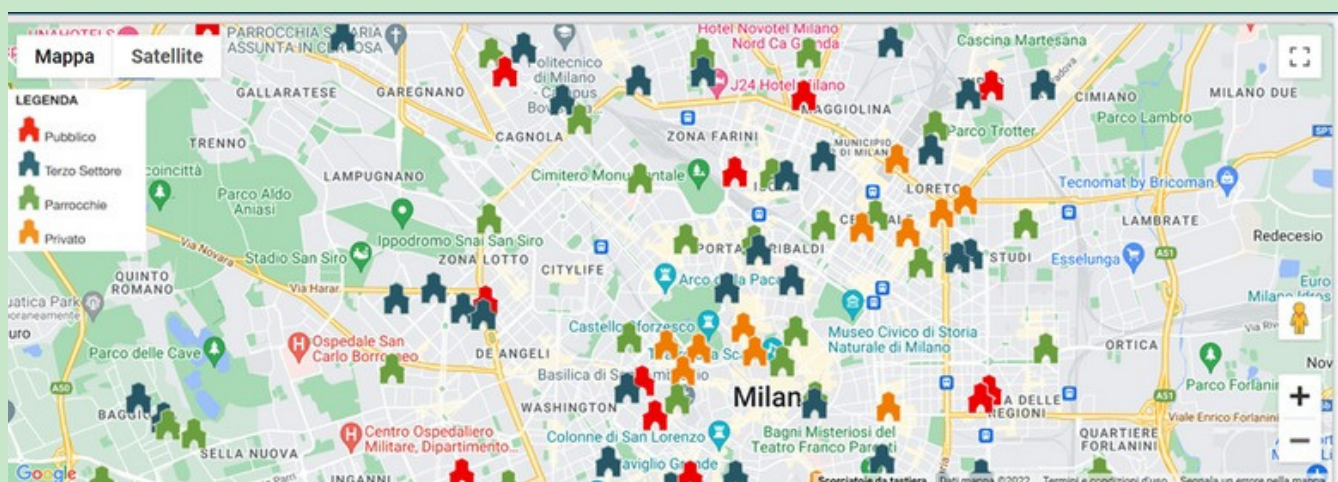


EXAMPLE ON HOW TO PROMOTE A SPECIFIC TRAINING OFFER VIA A WEBSITE

This example shows the milano.italianostranieri.org website.

One of the problems of the offer of courses for foreign people is fragmentation. There are often many initiatives, uncoordinated among themselves, which make it difficult for citizens to find their way around, especially in the context of larger cities. The milano.italianostranieri.org website arose from the need to adequately present the entire offer of Italian courses for foreign people in Milan, so that foreign citizens can easily find the course that best meets their needs.

When you access the website, you can see that it has clear, simple and intuitive graphics. The colours used are not disturbing and make it easy to read the text.



4

Cerca il tuo corso di italiano 110 Scuole

Vicino a CERCA

Per Nome CERCA

COSTO

- GRATIS
- 1-50 €
- 51-200 €
- 200+ €

ORARIO

- h 20:00-23:00
- h 18:00-20:00
- h 12:00-18:00
- h 09:00-12:00
- h 07:00-09:00

LIVELLO HELP

- Pre A1
- Livello A1
- Livello A2
- Livello B1
- Livello B2
- Livello C1
- Livello C2

CERTIFICAZIONE HELP

- Attestato A2 (Accordo e permesso CE)
- Certificazione
- Attestato di frequenza

5

FAI UNA RICERCA AVANZATA

ALUNNI

TUTTI (75)	DONNE (20)	MAMMA CON BAMBINO (14)	CORSI CON REQUISITO REGOLARITÀ PERMESSO DI SOGGIORNO (15)
CORSI SENZA REQUISITO REGOLARITÀ PERMESSO DI SOGGIORNO (68)	CORSI CON REQUISITO ALFABETTIZZAZIONE (5)	CORSI SENZA REQUISITO ALFABETTIZZAZIONE (48)	BAMBINI (1)
ADOLESCENTI (3)	ADULTI (1)		

LIVELLI

PRE A1 (74)	LIVELLO A1 (105)	LIVELLO A2 (74)	LIVELLO B1 (54)
LIVELLO B2 (54)	LIVELLO C1 (27)	LIVELLO C2 (27)	

CERTIFICAZIONE

ATTESTATO A2 (ACCORDO E PERMESSO CE) (8)	CERTIFICAZIONE (33)	ATTESTATO DI FREQUENZA (64)
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MESI

CORSI ATTIVI NEL WEEK END (12)	CORSI ATTIVI A LUGLIO (19)	CORSI ATTIVI A AGOSTO (15)
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COSTO

200+ € (10)	51-200 € (12)	1-50 € (77)	GRATIS (75)
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SERVIZI

BABYSITTING (13)	CONSULENZA LEGALE (1)	FAMIGLIE IN DIFFICOLTÀ (1)	ORIENTAMENTO AL LAVORO (1)
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- 1** The information is clearly divided according to the type of user: student, school, or teacher. In this way it is easy and fast to use.
- 2** The website is available in the most spoken languages (English, Spanish, French, Chinese and Arabic). In this way, a large number of people can find information about the courses.
- 3** The website allows you to view on a map all training offers, divided by type of organiser (public, third sector, religious, private).
- 4** You can filter your search by several parameters: cost, time, level...
- 5** The website also allows an advanced search by specific criteria: type of student, level, certification, month, cost, services.

Have a look at the website

<https://milano.italianostranieri.org/>