


## Détail de l'offre : Freelancing Lecturer of Italian Excellence Workshop

<b>Partenaire</b>	 Hantang Culture
<b>Adresse</b>	20026010
<b>Ville</b>	Shanghai
<b>Référence</b>	20D1606271780
<b>Titre</b>	Freelancing Lecturer of Italian Excellence Workshop
<b>Description du poste</b>	<ul style="list-style-type: none"> <li>* Freelancing lecturer, based in Shanghai, project-based contract collaboration;</li> <li>* Prepare contents framework according to the target participants' needs and backgrounds, alongside with the Italian Excellence project team;</li> <li>* Develop contents into handouts (PPT, keynote and/or other related materials) and design the flow of the sessions to ensure the delivery captive and engaging;</li> <li>* Prepare the list of bibliography and additional materials to suggest to the participants for extensive reading;</li> <li>* Implement and deliver effective sessions in Chinese including workshops, conferences etc.</li> <li>* Coordinate with Project Manager on planning and administration issues.</li> </ul>
<b>Type de contrat</b>	Emploi
<b>Métier</b>	Communication / Création
<b>Description de la société</b>	<p><b>ABOUT THE PROJECT</b></p> <p>Initiated and operated by Hantang Culture, Italian Excellence workshops deliver general and compact knowledge of Italy culture / history / art / design / luxury sectors. The main purposes are:</p> <ul style="list-style-type: none"> <li>-To engage the interest and enthusiasm of participants towards Italian culture and premium lifestyle;</li> <li>-To enhance understanding of Italy culture, design and how Italy art and aesthetics influence Italy modern design and modern lifestyle;</li> <li>-To unlock and deliver concept of Italy excellence and Italy lifestyle to improve indirectly the business performance for the Italian luxury professionals.</li> </ul> <p><b>ABOUT HANTANG CULTURE</b></p> <p>Hantang Culture, a Chinese media group based in Shanghai, with an international reputation for customizing creative video content and digital marketing solutions for luxury brands.</p> <p>A global vision 17 years of experience in the international luxury industry Practiced in cross-cultural endeavors All-encompassing categories: watch &amp; jewelry, fashion, culture, lifestyle, art, design...</p> <p><b>Integrated Strategies</b> Deep understanding of Chinese luxury consumers and the young generations Wide and perfectly orchestrated multi-channel platforms Precise content combined with integrated platforms</p> <p><b>Content Creation</b> Specialized in creating content intelligently, tailored for target audience Local and international talents in one creative and production team A complete in-house production chain operating with efficiency and thoroughness</p> <p>Website: <a href="http://www.acmedynasty.com">www.acmedynasty.com</a> WeChat: <a href="https://www.acmedynasty.com">Acmedynasty.com</a> Instagram &amp; Youtube: <a href="https://www.acmedynasty.com">Hantang_Culture</a></p>
<b>Localisation</b>	Shanghai
<b>Pays</b>	Chine
<b>Profil recherché</b>	<ul style="list-style-type: none"> <li>• Background in European history, history of arts, human sciences, design, architecture, luxury or journalism;</li> <li>• With 3-year-or-more working experience in Italy art / luxury / fashion / design sectors or similar;</li> </ul>

- Deep knowledge and insights of Italy culture and contemporary development and the in-between connections, esp. of luxury industry;
- Having real expertise in cross-over cultural and transversal industrial knowledge;
- Excellent public speaking skill in Chinese and a sympathetic personality with passion for sharing, inspiring and empowering;
- A real motivation to learn and keep closely updated with news, trends in the related industry;
- Preferably Chinese, Italian or English language skill is required.

To those interested, please send your CV (Chinese and English)

**Secteur** Communication Media / Publicité