



Regional Cluster Event (RCE)
New Curricula for e-Leadership

Delivering Skills for an Innovative and Competitive Europe

25th June 2014

Politecnico di Milano – Aula Magna Piazza Leonardo da
Vinci, 32 Milano, 20133 - ITALY



BUSINESS INNOVATION BY DIGITAL - 1

case history

- **18Tickets** radically changes the experience of the beholder, who can buy a ticket to a movie or an event through the smartphone and allows you to organize your schedule with friends directly through social network.
- **18Tickets** provides to his customers a website, an e-commerce platform, an electronic cash counter and allow the sale of tickets, gadgets and products of the bar; provide also a specific CinemaERP and a customizable virtual POS for payments.
- **18Tickets** allows you to segment and profile your customers so you can interact with them through an activity targeted communication one to one.

BUSINESS INNOVATION BY DIGITAL - 2

What competences required

- Web technologies, you need to know what you can do
- Habits of digital natives, you need to know your target
- knowledge about the industry to innovate, you need to know the real plus of your innovation

BUSINESS INNOVATION BY DIGITAL - 3

The e-leader: how to define them

Innovation Trendsetter with many followers and
great reputation