

# Ciù Ciù Wine College

your Italian learning experience



**authentic, engaging, educational**



Group visit to local cultural sites



# Who are we



Gianluca Vagnarelli  
i-strategies founder

i-strategies is a social enterprise founded in 2018 and based in Offida, Marche region, Italy.

Our founder, Gianluca Vagnarelli, brings in the company more than twenty years of experience in the Higher Education sector and an authentic passion for innovative learning.

This document presents the learning offer, powered by i-strategies, of the **Ciù Ciù Wine College**, the educational branch of the Italian Wine company Ciù Ciù Tenimenti Bartolomei ([www.ciuciutenimenti.it](http://www.ciuciutenimenti.it)).

A **residential learning experience** successfully validated by international students who, every year, come to Offida (Marche region, Italy) from all around the world (see student's video reviews at the end).

# Where we are





Ice-breaking session in the i-strategies HUB



# Offida: an authentic Italian borgo



OFFIDA IS A TYPICAL AND TRADITIONAL ITALIAN BORGIO AWARDED AS ONE OF THE MOST BEAUTIFUL VILLAGES IN ITALY

THE TRADITIONAL CARNIVAL, THE LOCAL "SERPENTE AUREO" THEATRE AND MANY OTHER INITIATIVES MAKES THE CULTURAL LIFE OF OFFIDA LIVELY AND INTERESTING



A RICH CULINARY HERITAGE AND TYPICAL LOCAL WINES WILL ENRICH YOUR EDUCATIONAL EXPERIENCE





Discover local cultural heritage through a team game

# Accommodation as part of the learning experience



STUDENTS APARTMENTS ARE CLOSE AND EQUIPPED WITH KITCHENS TO FAVOUR STUDENT'S SOCIAL DINNERS AS INTERCULTURAL LEARNING EXPERIENCES

STUDENTS APARTMENTS ARE LOCATED IN RURAL CONTEXTS OR IN THE CENTRE OF THE OFFIDA VILLAGE..



STUDENTS ARE HOSTED IN MODERN DOUBLE, TRIPLE OR QUADRUPLE ROOMS



# facilities: i-strategies HUB



I-STRATEGIES HUB IS IN THE CENTRE OF OFFIDA (LARGO MONSIGNOR MONTEVECCHI 11) CLOSE TO PIAZZA DEL POPOLO

IT IS EQUIPPED WITH MODULAR TABLES, WI-FI CONNECTION, PRINTER, HEADLAMP AND CONFERENCE CAM WITH SPEAKER FOR BLENDED MEETINGS



I-STRATEGIES HUB CAN HOST UP TO 30 STUDENTS

meeting local entrepreneurs and professionals



MEETING EXPORT MANAGERS  
AND WINE PROFESSIONALS

MEETING LOCAL CEO AND  
ENTREPRENEURS



MEETING LOCAL STAKEHOLDERS



# **Personalize your residential experience through our modular learning offer**

**Digital  
Wine  
Tasting**

**Wine Business**

**Wine and  
Food  
Heritage  
Marketing**

**Wine Export  
in China**

**Gamification  
for Wine  
Tourism**

**Wine  
Storytelling**

**Challenge-Based-Learning:  
develop and present your projects  
to Italian Wine companies**

## COMPETENCE CERTIFICATION

to the internship student:



# ALESSIO CECI

**Competence acquired:** Heritage Marketing (30 hours)

**Period:** Offida (Italy) - 25.04.2022/224.05.2022

**Language:** English - **Certification Number:** 1

**Date:** 2.06.2022



**Gianluca Vagnarelli**

Corporate Trainer

**CIÙ CIÙ**

TENIMENTI BARTOLOMEI





# One week residential programme example

(available from October to May)

## Sunday

Arrival day

## Monday

Ice breaking session + programme presentation + welcome dinner

## Tuesday

Wine company visit + meeting with CEO

## Wednesday

Wine and Food Heritage Marketing presentation

## Thursday

Challenge Based Learning projects presentation and awards

## Friday

Outdoor Wine Narrative Game + Wrap up session

## Saturday

Departure day

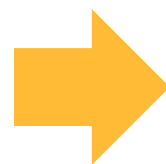
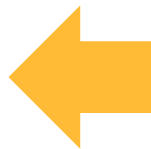
click and look at student's reviews



BEN



DERRICK



AUDREY



1 week field trip cost:  
590 Euro per student

cost includes:

- 7days/6 nights accommodation per student (double, triple or quadruple rooms in apartments with kitchen)
- free nights accommodation for max 2 academic/school staff
- welcome dinner with degustation of 3 Italian wines
- all week use of the i-strategies HUB
- 1 learning activities managed by i-strategies (e.g., corporate visit, stakeholder dialogue or narrative game)
- corporate skills certification

Field trip language: English

EARLY BIRD  
**SPECIAL**

~~590 Euro~~



490 Euro

IF YOU BOOK BY FEBRUARY 2025  
INSTEAD OF 590 EURO PER STUDENT  
YOU WILL PAY - FOR THE SAME OFFER -  
490 EURO PER STUDENT





