

# GRUPPO SPAGGIARI - PARMA

On November 15th 2019, we students of the 2ndD class, went to visit the company “Spaggiari Group” in Parma.

As soon as we arrived we were given the "visitor" badges, and after going up a flight of stairs, the president of Spaggiari company, **Pier Paolo Avanzi**, welcomed us. He explained to us how the company works and what it produces.



## ***WHY SPAGGIARI GROUP WAS BORN?***

Founded in 1926, therefore approximately 93 years ago, the Spaggiari Publishing Group immediately focused on the school market with an approach based on a synthesis between tradition and innovation. They work in the most beautiful market in the world, the school market; they are a small company and try to do many small things that can make life easier for people who work in the school and people who attend school, families and students, trying above all to offer them digital content. They have over 1.500.000 users on their cloud.

## ***WHAT DO THEY PRODUCE?***

The historical activity is that of publishing, so they produce paper registers, notebooks, absence books, school diaries, tempera, markers, pencils ... but they also make applications, software, and electronic registers (Classe Viva) ...

## ***WHAT SHOULD YOU DO TO JOIN THIS COMPANY?***

Basically they are looking for people with passion, who have technical and relational skills. They are looking for people with innovative ideas and great curiosity ... but also with many skills: technological (for example if you want to be a programmer), communicative (if you want to work in the assistance sector). They have around 300 employees who specialize in many different fields.

They have people in administration who have degrees in economics and commerce, software managers with degrees in computer science, some who follow innovative projects with degrees in philosophy and some are surveyors.

## ***WHAT ARE THE MISTAKES THAT HAVE HELPED THIS COMPANY MOST?***

If you want to innovate, you have to accept that you have a percentage of unsuccessful projects, but failure is never a failure if you learn something.

## **PUBLISHING NEW SOCIAL MEDIA**

After the President, we met Francesca, who is part of the **social media publishing**; she is 26 years old (she starts from this information because she wants to point out that almost all of the pub-social media are under 30 years old). Inside this office there are graphic designers for the web or print media, video makers, photographers.

Publishing deals with 4 macro categories:

- 1) editorial content, books
- 2) diaries
- 3) absence booklets
- 4) creation of school websites

Publishing is a way of publishing oneself without having a publisher and it is based on an online site, on which the emerging writer has the possibility to put his book on sale.



## **CUSTOMER ASSISTANCE**



The people who work in the **customer service department** are the first people customers (students, parents and teachers) deal with. They are about 10/15 people.



Alessia, who works in this office, tells us that it is very important because it represents the "facade", that is, those who work there are the first people with whom users speak. They help users solve their needs, their problems; they have a fundamental role because at that moment they represent the whole company. Alessia concludes her speech by telling us that her work is very beautiful, but also important because it serves to understand people.



## DISTRIBUTION OFFICE

The **Distribution Office** deals with the catalogs where all the school products are collected. The catalog will then be delivered to the school by a person in charge.

One of Spaggiari's best-selling products is paper, as a product innovative have the IWB (Interactive Multimedia Whiteboard).

To tell us all this is Manuel, who works in distribution; he therefore takes care of creating a catalog in which there are all the objects that are needed for the school. And then the school chooses the desired objects in this catalog and orders them.



After Manuel we met Pamela who is part of the division that deals with the management of printed matter, that is, how to make badges or absence booklets.



And finally we went to visit the company to see how the different jobs are done and how a company works.



Our visit to the Spaggiari company ended with a delicious breakfast: savory buns, cakes and various juices. In greeting us they gave us some notebooks and markers. We went back to school happy to have seen and learned so many new and interesting things ... and even with a small gift.

*by Elena, Alessandra, Emanuele, Mukul (class 2^D)*