



MEDIAl – Short Staff Workshop Report

Perugia, Italy

6th–9th October 2025

Project Title: MEDIAl: Multimedia Education and AI Integration

Project Number: 2024-2-DE02-KA210-VET-000295591

Programme: Erasmus+ KA210-VET – Small-scale Partnerships in Vocational Education and Training



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1. Introduction

The Short Staff Workshop represented one of the central learning and validation activities within the MEDIAI: Multimedia Education and AI Integration project. Hosted in Perugia, Italy, from 6th to 9th November 2025, the workshop was organized as a three-day international training and exchange experience dedicated to exploring the relationship between artificial intelligence, multimedia professions, and vocational education and training.

The event took place at **Via Orazio Tramontani, 52, Perugia, Italy**, within the facilities coordinated by the Italian partner organization UNLAB. The workshop gathered a total of **21 participants**, composed of **10 participants from Germany** and **11 participants from Italy**. The German delegation primarily included VET trainers and educators connected to TPS Chemnitz, while the Italian participants were professionals actively working in the creative and multimedia sector.

The workshop was designed not only as a training activity but also as a collaborative environment where professionals and educators could jointly reflect on how artificial intelligence is reshaping professional practices, communication strategies, and learning environments. The activity contributed directly to the MEDIAI project's broader goal of understanding how AI can be meaningfully integrated into vocational education for multimedia professions.

Unlike traditional training events focused solely on knowledge transfer, this workshop was intentionally structured as an interactive process. Participants were invited to contribute their professional experience, experiment with tools, discuss challenges, and provide practical feedback that would later contribute to refining and validating the AI Multimedia Toolkit developed during the project.

The workshop offered a unique combination of international exchange, professional networking, practical experimentation, and collaborative reflection. Bringing together VET educators from Germany and creative professionals from Italy created a strong dialogue between education and industry, allowing both perspectives to influence the learning process.

The activity also reflected the Erasmus+ principles of international cooperation, inclusion, lifelong learning, and innovation. Participants represented different professional backgrounds, ages, and levels of familiarity with artificial intelligence tools, ensuring a diverse learning environment where multiple perspectives could emerge.

The workshop created a space where participants could move beyond theoretical discussions and instead experience AI technologies through practical application. This hands-on and participatory approach ensured that the learning process remained connected to real professional contexts rather than abstract technological concepts.

2. Objectives of the Workshop

The Short Staff Workshop was developed with a set of clearly defined objectives linked directly to the MEDIAI project framework and its broader Erasmus+ goals.

The first objective was to create an international space for dialogue between vocational educators and multimedia professionals. The project recognized that artificial intelligence affects both professional

practices and educational methodologies, and therefore meaningful collaboration between these sectors was essential.

A second objective was to increase participants' awareness of the role of AI in multimedia professions. While AI technologies are increasingly visible within communication, graphic design, video editing, content creation, and digital marketing, many professionals still approach these tools with uncertainty or limited structured understanding. The workshop aimed to clarify how AI is already transforming workflows and what future implications may emerge.

The third objective was to expose participants to practical AI tools that can support multimedia production and communication. Rather than focusing exclusively on theory, the training provided opportunities to experiment with tools and understand their strengths, limitations, and practical applications.

Another key objective was to gather feedback for the refinement of the AI Multimedia Toolkit. Since the toolkit was still under development at the time of the workshop, participant contributions played an important role in validating whether the proposed structure, examples, and methodologies reflected real professional and educational needs.

The workshop also aimed to strengthen participants' digital competences and confidence when working with AI-supported technologies. Many participants entered the workshop with curiosity but also uncertainty regarding AI tools. Through experimentation and guided sessions, the event sought to reduce barriers to adoption and encourage participants to see AI as a support tool rather than a replacement for human creativity.

Additionally, the workshop aimed to promote intercultural exchange and European collaboration. Bringing together participants from Germany and Italy enabled mutual learning between different professional cultures, educational systems, and working methodologies.

The activity also contributed to lifelong learning by allowing professionals and educators to update their knowledge in relation to rapidly evolving technologies. Since AI develops at an extremely fast pace, the workshop created a structured opportunity for participants to engage with innovation in a guided environment.

Finally, the workshop supported the Erasmus+ priority of digital transformation by helping participants explore how AI can contribute to improving both educational practices and professional communication strategies.

3. Workshop Programme

The workshop was implemented across three training days, each structured around a different thematic focus. The programme was designed to balance theoretical understanding, practical experimentation, collaborative discussion, and feedback collection.

MEDIAI: Multimedia Education and AI Integration

Short Staff Workshop Programme — Perugia, Italy

6th–9th October 2025

📍 Via Orazio Tramontani, 52 – Perugia, Italy

Meet Your Trainers

Expert Practitioners, Real-World Insight

1 Mariya Borisova

DIGITAL TOOLS

NON-FORMAL EDUCATION

Trainer specialised in digital tools, non-formal education, and international project facilitation. She supports professionals and educators in understanding digital transformation and AI integration in learning environments.

2 Elle Biscarini

MULTIMEDIA STORYTELLING

AI PROMPTING

Journalist and video maker with expertise in multimedia storytelling, digital communication, and creative content production. She focuses on practical AI use, prompting, and innovative communication strategies.

3 Francesco Zuccaccia

DIGITAL STRATEGY

AI WORKFLOWS

Digital strategist and co-founder of a creative communication agency specialising in AI-supported workflows and multimedia innovation. He supports organisations in integrating emerging technologies into communication and professional practice.

Day 1 – Introduction and Contextualisation

📅 6TH NOVEMBER 2025

THEME: AI IN MULTIMEDIA PROFESSIONS – CURRENT LANDSCAPE

09:30 – 09:45 | Welcome & Ice-Breaking

Presentation of participants and sharing of expectations for the workshop programme.

10:30 – 11:00 | Expert Presentation

Overview of how AI is transforming multimedia professions: graphic design, video editing, web development, and social media.

11:20 – 12:20 | Group Discussion

Mapping participants' experiences and practices with AI and digital tools so far. What tools do they already use? What are the challenges they face?

12:50 – 13:00 | Wrap-Up

Summary of Day 1 key insights and preview of what to expect on Day 2.

09:45 – 10:30 | Setting the Stage

Introduction to the MEDIAI project, aims of the workshop, and anticipated content of the AI Multimedia Toolkit – including its structure, purpose, and work-in-progress status.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break and informal networking.

12:20 – 12:50 | Joint Reflection

Exploring the gaps between current education provision and real-world industry needs in multimedia and AI.

Day 2 – Practical Exploration of AI Tools

📅 7TH NOVEMBER 2025

THEME: TESTING & EXPERIMENTING WITH AI RESOURCES

09:30 – 09:40 | Introduction to the Day

Overview of the day's hands-on format and practical exploration approach.

10:30 – 11:00 | Industry Case Studies

Real-life examples of AI integration in professional projects, presented by UNLAB professionals from the field.

11:20 – 12:40 | Group Exercise

Mixed teams of educators and professionals experiment with accessible AI tools on short practical tasks – creating a mock poster, editing a short video snippet, or generating a web layout suggestion.

12:55 – 13:00 | Wrap-Up

Summary of Day 2 and preparation for the final day of feedback and validation.

09:40 – 10:30 | Guided Demonstration

Trainers demonstrate selected AI tools: text-to-image generators for design, automated video editing applications, and AI-assisted coding tools for web development.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break and informal exchange between participants.

12:40 – 12:55 | Sharing Outputs

Each group presents their outputs and shares short feedback on the experience and tools used.

Day 3 – Feedback and Validation

📅 8TH NOVEMBER 2025

THEME: FROM TESTING TO TOOLKIT ADAPTATION

09:30 – 09:45 | Opening Recap

Recap of key insights and outcomes from Days 1 and 2 to set the context for the final session.

10:30 – 11:00 | Focus Groups

Small group discussions exploring what adaptations would make the toolkit more useful for trainers, for professionals, and for students.

11:20 – 12:20 | Plenary Session

Consolidating all feedback into concrete recommendations for the final toolkit, collected and documented by facilitators.

12:40 – 13:00 | Closing Remarks

Final remarks from the training team and an overview of the next steps in the MEDIAI project development.

09:45 – 10:30 | Structured Feedback Session

Participants discuss the usability, relevance, and gaps of the tools tested and the draft toolkit concept developed during the workshop.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break before the final plenary session.

12:20 – 12:40 | Certificates & Reflection Round

Certificates of attendance are presented. Each participant shares one key takeaway from the workshop experience.

Thank You

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4. Methodology for the Selection of Participants

The participant selection process was carefully designed to ensure relevance, diversity, and alignment with the objectives of the workshop.

The workshop brought together two distinct but complementary groups:

- Professional VET trainers from Germany
- Creative and multimedia professionals from Italy

For the German group, TPS Chemnitz selected participants from its professional network of educators and trainers. TPS has long-standing expertise in vocational education and training and maintains strong relationships with professionals who regularly collaborate in training programmes and educational initiatives.

Potential participants were identified according to specific criteria:

- Professional experience in VET or multimedia education
- Interest in digital innovation and AI
- Capacity to transfer acquired competences into teaching environments
- Motivation to participate in an international exchange environment

Selection was conducted through a combination of direct invitations, email communication, and professional outreach.

For the Italian group, UNLAB selected professionals from the creative sector. UNLAB has developed extensive professional networks through its work in communication, coworking, multimedia production, creative industries, and digital innovation.

The Italian participants included professionals working in fields such as:

- Graphic design
- Video production
- Social media communication
- Digital storytelling
- Creative entrepreneurship



Invitation letters were distributed through direct contacts, email invitations, and phone calls.

Both partner organizations relied heavily on their long-standing relationships with professionals and institutions. These professional networks ensured that participants were not selected randomly but rather through trusted collaborations built over time.

The strong professional identity of both TPS Chemnitz and UNLAB allowed them to recruit participants who were highly relevant to the workshop objectives.

The selection process also considered diversity in age, professional background, and level of experience with AI.

This methodology ensured a balanced group capable of contributing meaningful insights and practical reflections.



5. Methodology for the Selection of Trainers

The selection of trainers was based on professional expertise, experience in multimedia environments, facilitation skills, and knowledge of digital innovation.

The Italian partner organization, UNLAB, coordinated the trainer identification process.

Assignment letters were formally prepared and distributed to each selected trainer, clearly outlining responsibilities, workshop objectives, thematic focus, preparation requirements, and expected outcomes.

The selection process prioritized professionals who combined practical industry experience with educational facilitation capacity.

Mariya Borisova – Day 1 Trainer



Focus: Introduction to AI in Multimedia Professions, digital transformation, and understanding AI's role in education and multimedia sectors.

Mariya Borisova is a communication and project development professional with strong expertise in digital tools, non-formal education methodologies, and European cooperation projects. She has extensive experience in designing and facilitating international workshops focused on digital innovation, media literacy, and participatory learning approaches. Through her work in Erasmus+ initiatives and multimedia-related educational projects, she has supported educators, cultural operators, and professionals in understanding how technology reshapes learning environments and professional practices.

Her background combines project coordination, digital communication, intercultural facilitation, and training design. Mariya has been actively involved in creating educational methodologies that bridge

practical digital skills with future-oriented competencies, helping participants understand how tools such as AI influence creative industries, communication strategies, and vocational education.

During the MEDIAI workshop, Mariya guided participants through the broader context of AI integration in multimedia professions, facilitating discussions around labour market transformation, educational needs, and emerging professional competencies.

Elle Biscarini – Day 2 Trainer



Focus: AI Prompting, ChatGPT personalization, Notebook AI, social strategy design, and practical experimentation with generative AI tools.

Elle Biscarini is a journalist, video maker, and multimedia professional with extensive experience in storytelling, digital communication, and visual production. She works across journalism, video content creation, and multimedia narratives, combining creative approaches with digital tools to produce engaging and accessible content. Her professional profile is strongly linked to multimedia storytelling, practical experimentation, and audience engagement through innovative formats.

Elle has significant experience in facilitating workshops focused on digital creativity, video production, and emerging technologies. Her work often integrates practical exercises that allow participants to experiment directly with tools and understand how digital technologies can improve communication and storytelling processes.

For the MEDIAI training, Elle focused on how to personalize and effectively use generative AI tools, particularly ChatGPT, in order to move beyond generic outputs and create tailored, professional

responses. Participants will explore how AI systems can be customized to respond according to specific goals and communication styles.

The day will also include:

- Understanding how to customize ChatGPT before prompting.
- Comparing the results of the same prompt before and after personalization.
- Prompt engineering exercises to improve the precision and quality of instructions.
- Introduction to Notebook AI and its role in organizing data, insights, and strategy building.
- Practical activity: developing a social media strategy using real analytics and insights.
- Optional use of Gamma to present the strategy to the group through visually engaging presentations.

Elle's approach is highly practice-oriented, ensuring participants gain confidence in experimenting with AI tools while understanding their creative and strategic potential.

Francesco Zuccaccia – Day 3 Trainer



Focus: Validation, adaptation, feedback collection, and AI applications in multimedia workflows.

Francesco Zuccaccia is a digital innovation expert and co-founder of a creative and communication agency specialized in digital strategy, AI-supported workflows, and online communication. His professional background combines entrepreneurship, digital marketing, innovation processes, and the integration of emerging technologies into communication and multimedia environments.

Francesco has extensive experience in helping professionals and organizations understand how digital tools can improve productivity, audience engagement, and workflow optimization. He works closely

with multimedia professionals and businesses to identify practical ways to integrate AI into communication strategies, creative production, and content development.

Within the MEDIAI workshop, Francesco led the validation and adaptation phase of the training. His role focused on transforming participants' experiences into practical recommendations that can strengthen the AI Multimedia Toolkit. He will guide participants through structured feedback processes, helping identify usability issues, educational gaps, and opportunities for future adaptation.

Francesco's facilitation style is based on collaborative learning and practical evaluation, ensuring that the toolkit reflects both industry expectations and VET educational realities.

The trainer selection methodology ensured coherence between professional expertise and workshop objectives.

6. Final Satisfaction Questionnaire

At the conclusion of the workshop, all participants were invited to complete a final satisfaction questionnaire.

The questionnaire was distributed digitally using an online form accessible through QR code.

The evaluation aimed to measure:

- Overall satisfaction with the workshop
- Quality of trainers and facilitation
- Relevance of workshop content
- Practical usefulness of AI tools presented
- Organization and logistics
- Opportunities for networking and exchange
- Future interest in similar training activities

Participants were also encouraged to provide qualitative feedback through open questions.

This evaluation process was important to understand participant perceptions and identify areas for future improvement.

Feedback collected during the satisfaction survey contributed to strengthening the final outputs of the project.



7. Certificates of Participation

At the end of the workshop, all participants received a Certificate of Participation recognizing their active involvement in the MEDIAI Short Staff Workshop.

The certificates served both as recognition of participation and as evidence of professional development.

Participants appreciated the formal recognition of their involvement, particularly because the certificates reflected the competences acquired during the training.

The competences highlighted included understanding AI in multimedia professions, experimenting with digital tools, participating in collaborative learning environments, and contributing to the validation of innovative educational resources.