



## **WA Summit 2022 – Italy country report**

### **Market association membership to encourage active participation of younger people.**

The **Global Skills Matrix** has been a breakthrough in our profession and has been publicised in our country through webinars with assistants and HR managers, posts on social media from the associations and communities.

In addition, it is used as a point of reference for training classes for EA to mainly assess the present situation of their career and to establish a path where to direct future efforts and achievements.

Attendants to training and webinars were particularly motivated to discover their potential and revise their appraisal with the GSM both with their Executives and HR departments.

Moreover, contacts with HR Managers and dept. have also been established with dedicated webinars along 2021-22.

In Italy, so far, there are no recognized institutions (college - academy) that provide a diploma or certificate: the training relies mainly on Associations or private academies and mentoring is still on a personal voluntary basis. Partnerships with schools and corporations to involve them in such projects are not easy to attain. It requires money and time investment and so far, associations and communities are managed by volunteers.

The profession has evolved rapidly after the pandemic, as the whole labour market has. A survey has been carried out in 2021 and 2022, to better understand the situation “as it is” but mainly to realise expectations and show the evidence of a “new perspective in the role”.

It has come to light, because of working from home, many senior EAs got involved in new activities both operational (General Services, Crisis Management, smart working specialist, Budget/new management committees) or more managerial (contract specialist, compliance officer, sustainability, hr etc).

It has also come to our attention the relevance remote working has acquired among new generations. For most of them it is a non-negotiable requirement to accept a job proposal or seeking a new position.

To encourage younger generations to actively participate in associations, we need to understand that these new generations (millennials plus generation Z) have different values, different expectations and they are native digital.

To speak the same language is pivotal and consequently communication through social media has become paramount: these are the main sources they get information from. Young EAs need inspiring best practices testimonials, successful case histories and role models or even professional influencers to achieve a clear understanding of the profession in terms of benefits, welfare, career and networking.

There has never been a better time to reach out and connect than right now. To improve membership and active participation, a new language is required to attract and encourage participation, to raise the sense of belonging to a group of peers, associations or communities that share the same values, to help to provide opportunities and long-life learning support.