

Rigo® Academy

if you organise it,
you learn... and earn!

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Rigo® Academy is a project that immediately proved a **winner**, given its **content**, the format and the concrete **opportunities** it offers from the sectoral and **business culture** angle.

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The success of the Rigo® Academy was to be expected. Since its inauguration, the project presented with two winning characteristics: originality and adaptability.

The originality lies in the organisation of the Academy as a whole: from placing the equipment at the heart of the training, to ennobling its intended use by demonstrating its resilience and versatility; from having immediately conceived the idea of a technical and artistic trainer - able to blend practical experience and the theoretical side of Rigo® equipment and its use; and a showroom/headquarters serving as a starting point for 'exporting' the formats as and when required.

Adaptability was a fundamental prerequisite for adjusting the project to meet the needs of clients, while maintaining its exclusivity and delving into the various issues together operators from the sector.

Actually, as far as Rigo® is concerned, the objectives were clear right from the start: fostering a spray-painting culture; demonstrating the versatility of the equipment; speaking languages, as it were, tailored to the target-audiences without sacrificing identity of the contents; and tangibly forging business opportunities.

No surprise, then, that the Rigo® Academy on tour was a triumph in Rome last May - on the premises of Roberto Raponi's Maglianella 80 sales point -, thus underscoring the validity of the Academy idea.

Let's hear what Riccardo Rigolio, president, Vincenzo Cattaneo, general sales manager, Michele Giannuzzi Perfetti, Rigo Academy technical and artistic trainer and Elisabetta Morelli, marketing and communication manager, had to say.

Vincenzo Cattaneo, how did the Rome edition of Rigo® Academy on tour go?

Vincenzo Cattaneo ■ It was a success that we owe to all who organised and took part in it. To Roberto Raponi, our host and the owner of





the venue, who immediately understood the potentials of our courses in terms of customer loyalty and the training as such, also from the business angle.

The artisans who participated showed an interest and expertise such as enabled them to interact proactively and constructively with Michele. Our new agent for Lazio, Silvia Fontana, dedicated herself to the local players and outreach to them, and she personally learned about and tested the equipment in order to more convincingly describe it.

Michele held a 'hands-on' course during which the artisans saw the practical benefits and immediate openings provided by Rigo® equipment in all conditions of use.

In short, everything went very well indeed!

Very successful...

Vincenzo Cattaneo ■ The organisation was impeccable: one day for preparation and two days for the first two levels of the course, eight participants who worked willingly, displaying a certain humility when faced with the new. The communication was spot-on. A good and above all healthy business turnover was generated, and an awareness on the part of purchasers that here was an opportunity to optimise their work. Among other things, it must be added that the choice of products was

for our top-of-the-range items, further demonstrating that the interest shown was decidedly practical.

An excellent outcome for us, then, but also for those who dropped in! The trip enabled us to organise a Master level course lasting two days, also for the company Ciquattro Servizi Edili srl based in Fregene in the province of Rome, which had previously sent its three foremen to Olgiate Olona for the first two levels and wished to complete the training of its staff and encourage designers and architects to join in.

Furthermore, these activities generated considerable interest among local distributors and businesses that noted us during the courses, leading

to new contacts and opportunities.

Michele, we have often talked about Rigo® Academy's 'tailor made' approach, How did it go this time?

Michele Gianuzzi Perfetti ■ I have to say that it was interesting to meet operators with outstanding expertise and a variety of backgrounds: the courses - Basic and Expert - were very effective, for me too, because there was real dedication and constant interaction with (and among) our 'students'.

It was also a great surprise during the Master course – attended by professionals who had been guests at our headquarters – to see exchanges





with operatives such as designers, occasioning further constructive ideas.

Among other things, we tackled new issues that allowed us to explain that Rigo® equipment can also apply more complex products such as epoxy and siloxane resins, and single and two-component products.

After this edition of Rigo® Academy on tour, what are your thoughts on organisation of the courses?

Michele Giannuzzi Perfetti ■ Generally speaking, there has been a lot of satisfaction and curiosity, with the concrete possibility of revealing a world - the Rigo® world - covering so much unexplored territory. It is precisely through such courses that interest in spurred on.

The courses teach us something new and in-depth to impart to professionals, and spark our capabilities and inventiveness.

In addition, given the seriousness shown and the warm welcome we receive during our courses we are considering including a final assessment test to provide participants with official certification of attendance.

Elisabetta, how did you support these activities from the communication and marketing angle?

Elisabetta Morelli ■ The experience provided us with much material for incisive communication actions via both traditional and social-network channels, and it was an opportunity to concretely document Rigo® Academy's potentials.

Our intention is to make full use of it so that the winning characteristics of this project are understood: as I have already said, we want to become an authoritative reference point in the world of spray painting and play an active role in spreading the culture

of the sector.

I take this opportunity to confirm that we are working on a website dedicated to the Rigo® Academy: it will be a useful platform for our objectives. We'd like it to become a way of communicating to an increasingly broad audience of operatives.

Riccardo, your thoughts on Rigo® Academy and the way it's going...

Riccardo Rigolio ■ We are realising, thanks to the Rigo® Academy and the work we are putting into it, that we have overcome the teething pains and complexities of such an important start-up initiative as this.

One aspect that helps us understand the validity of our project is its transversal nature: distributors, companies, artisans, architects, designers - in other words, a variety of complementary professional players coming together, with our equipment as the common denominator. I think this is how you create knowledge within any field - in our case, the field of spray painting.

In short, involvement is the right word...

Riccardo Rigolio ■ Precisely! That's what we need and that's what



we must firstly offer, and secondly create, among operators in the sector.

The module format of the courses allows us to meet all needs without sacrificing content, and as to the actual number of people attending the courses, something of importance is to be borne in mind: the format was designed so we could work as much as possible with them. ■

