



About us

Fempower Africa is a social enterprise that seeks to train, teach and equip women in Africa with technology skills, leadership skills and entrepreneurship skills. We empower women to venture into entrepreneurship, technology and leadership. Fempower Africa supports, inspires and empowers female founders both online and offline.

Founded in 2017, FIA has since organized major tech events and programs across 3 countries in the African continent.

Workshop Information:

Theme: Digital Skills Education for Fem-preneurs by Fempower Africa

There is no doubt that digital skills has become an essential component of the selling and buying process in a common market economy, however there is currently a very obvious gap in the digital skill set of most salespeople.

This is definitely an era that is technologically driven, and guess what? Africa is definitely being left behind! An average young Female African cannot adequately manage a personal life without phoning a more technically able relative which is a one out of every twenty individual, cannot adequately communicate online via email or social media... There exist a huge digital gap and an average African is not harmed with digital skills to meet up with the progressing world. A lot of processes have become automated which have displaced many jobs causing increasing unemployment rate. The increasing use of new technologies has caused an increasing need for human capacity development. So available resources have to be trained on how to use this new technologies. Most Startup companies instead of equipping their employees with the digital skills would rather utilize automated technology which is usually much more cost effective. This has greatly increased unemployment rate. To solve this problem, digital literacy is highly important. We stand to gain tremendously if young people hone their digital skills for future proof careers and relevance in the advancing world.

**Target Audience:**

This programme is ideal for all female entrepreneurs and sales managers

Key Outcomes:

You will leave the Workshop being able to:

- Understand the role of digital within the your business and sales process
- Conduct digital research to obtain key information about your customers and your competition
- Proactively target the right prospects and customers through relevant digital and social media channels
- Identify good and bad digital content and understand how content engages customers and prospects
- Adapt or create high quality digital content for your own business, products and/or services
- Confidently manage your social media accounts, set objectives and understand key metrics
- Select and use common digital and social media tools relevant to your sales environment
- Advise your business on how to diffuse and appropriately manage any negative social media about your company, products and/or services
- Recognise other digital and communication tools that can be used effectively in the selling process, such as webinars and email
- Apply digital knowledge and skills to make practical and immediate improvements to your digital and social media presence

Proposed Venue:CC-hub

Date: 23rd February, 2018

Time: 10 AM

Partners: Haptics, Digital Skills for Africa