



**AICTO is organizing, in cooperation with  
the Ministry of Science and Communications - Sudan  
& in partnership with the Islamic Development Bank group**

**Training workshop :**

## **E-empowerment for Women Entrepreneurs**



**Venue :** Al Salam Rotana hotel - Khartoum - Sudan

**Date :** 15-16 October 2014

**Fees :** USD \$ 800

## Training course:

# E-empowerment for Women Entrepreneurs

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## Target audience :

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**This two day training course is particularly suitable if you are:**

- Looking to learn the basics of computer and internet.
- Seeking an overview of social media and to learn best practices and different platforms (Facebook, Twitter, LinkedIn).
- Wanting to learn about best practices and etiquette, and how to find the most suitable platforms for your business to achieve its goals.
- Using social media as part of your digital strategy and are looking to increase the return from your activity.
- Looking to use the latest monitoring, analytics tools to manage and protect your e-reputation.

## Modules:

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| 1. <b>Module 1</b> : Computer & internet basics skills             | [4 hours] |
| 2. <b>Module 2</b> : Online marketing: Social media & e-reputation | [8 hours] |
| 3. <b>Module 3</b> : Entrepreneurship                              | [4 hours] |

## Pedagogical methodology:

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- Theoretical courses and practical exercises.
- Training materials is provided for each participant.

## Registration:

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- If you're interested in attending this training course, please fill out in the attached "Training Form" and send it back by fax at this number : 00 216 71 846 865.

2 | Training course : "E-empowerment for Women Entrepreneurs"  
15-16 October 2014 - khartoum - Sudan

**Morning :**

**Module 1 : Computer & internet basics skills**

**Objectives :** The aim of this module is to :

- Give the participants knowledge of the basic functions of windows environment & office (Word, Excel, and Outlook).
- Develop their skills in regards to Internet usage (Navigation, Mail...).

<b>1 - Windows</b>	<ul style="list-style-type: none"><li>▪ Getting familiar with the work environment: The desktop, taskbar, windows.</li><li>▪ Managing tasks: opening, closing a program.</li><li>▪ Moving from one application to another.</li><li>▪ Organizing your workstation.</li><li>▪ Creating and organizing folders.</li><li>▪ Copying, moving, renaming, deleting files.</li><li>▪ Control panel : Installing software &amp; devices (scanner, WebCam, printers, USB key...)</li><li>▪ Protecting the computer (Windows updating &amp; antivirus installation)</li></ul>
<b>2 - Word</b>	<p><b>INITIATION TO WORD :</b></p> <ul style="list-style-type: none"><li>▪ Typing a text.</li><li>▪ Editing and correcting document.</li><li>▪ Presenting and shaping a document (fonts, size, colors...)</li><li>▪ Setting-up and printing page.</li><li>▪ Embedding an Excel table/ and photos in a Word document: principle of copy / paste.</li></ul>
<b>3 - Excel</b>	<p><b>INITIATION TO EXCEL :</b></p> <ul style="list-style-type: none"><li>▪ Creating tables.</li><li>▪ Customizing a table layout (rows, columns, borders, frames...)</li><li>▪ Inserting formulas (Achieving basic operations : subtraction, addition, percentage ...)</li><li>▪ Saving and printing.</li></ul>

<b>4 - Outlook messenger</b>	<b>INITIATION TO OUTLOOK :</b> <ul style="list-style-type: none"> <li>▪ Sending / Receiving messages.</li> <li>▪ Composing a new message, replying to a message.</li> <li>▪ Working with email attachments.</li> <li>▪ Using address book (adding new contact, using a contact from the address book...)</li> </ul>
<b>5- Hands-on exploration of the Internet</b>	<b>Amongst other features, the course covers :</b> <ul style="list-style-type: none"> <li>▪ Using Internet Explorer.</li> <li>▪ Search providers: knowing some hints and tips for using search providers.</li> <li>▪ Using search, favorites and history, online transactions, webmail, email etiquette and more.</li> <li>▪ Protecting against unreliable/ inappropriate content.</li> <li>▪ Saving a picture, printing a webpage, online transactions.</li> </ul>

Afternoon:

## Module 2 : Online marketing: Social media & e-reputation

**Social media is an essential way of marketing your business and interacting with your customers. This training will ensure you to :**

- Know what social media is, why you should use it and how to get maximum benefit from the different platforms for your business.
- Discover the great potential of Facebook, Twitter, LinkedIn.
- Manage efficiently and effectively the e-reputation.

### Part 1 : Social media : overview

#### Main topics :

- **Social media monitoring tools and how to use them**
- **Benchmarking, "listening" and engaging with customers**
- **Twitter, Facebook and LinkedIn**
- **Selecting appropriate platforms**
- **Social media policies**

<p><b>Using “Facebook” for business &amp; marketing</b></p>	<ul style="list-style-type: none"> <li>▪ How to create &amp; configure an account?</li> <li>▪ How to create an effective Facebook page for your company/ Business? <ul style="list-style-type: none"> <li>▪ Customize a fan page (cover picture, logo, tabs ...)</li> <li>▪ Use the events, contact form, polls</li> <li>▪ Connect the fan page to an RSS feed or a Twitter Account</li> </ul> </li> <li>▪ Improving your referencement with Facebook profile</li> <li>▪ ....</li> </ul>
<p><b>Using “Twitter” for business &amp; marketing</b></p>	<ul style="list-style-type: none"> <li>▪ How to create &amp; configure a Twitter account.</li> <li>▪ How effectively Tweet : <ul style="list-style-type: none"> <li>▪ Write messages.</li> <li>▪ Insert links and use URL shorteners.</li> <li>▪ Answer (@), retweet (RT), write private messages (DM), use hash tags (#)</li> <li>▪ Use lists.</li> </ul> </li> <li>▪ What should you do to be successful on Twitter? <ul style="list-style-type: none"> <li>▪ Increase the followers number.</li> <li>▪ Avoid mistakes.</li> </ul> </li> <li>▪ Improving your referencement with Twitter.</li> <li>▪ Measuring return on investment (ROI) : <ul style="list-style-type: none"> <li>▪ Twitter tools</li> <li>▪ Google analytics.</li> </ul> </li> </ul>
<p><b>Using “LinkedIn” to promote your Business</b></p>	<p><b>LinkedIn</b>, is the business-oriented social networking website that many people use for keeping in touch with business associates, clients, and former colleagues.</p> <ul style="list-style-type: none"> <li>▪ Create your LinkedIn profile.</li> <li>▪ Add your connections (professional contacts whom you know or wish to know)</li> <li>▪ Build Your Personal Brand.</li> <li>▪ Create your own LinkedIn group</li> </ul>

**DAY 2:** 16/10/2014

**Morning :**

**Module 2 : Online marketing : Social media & e-reputation**

**Part 2 : The value of social media in your business.**

**Main topics :**

- **Monitoring conversations about your brand**
- **Managing your online reputation**
- **Social media engagement strategies**
- **Measuring your return-on-investment from social media**
- **Crisis management and social media**

**Setting up and seeding your e-reputation**

- What is the e-reputation of a business?
- Building your online reputation :
  - Protecting your name.
  - Setting up of the privacy settings
- What to measure and how to manage your e-reputation?
  - Search engine results.
  - Web analytics.
  - Social media.
- Online reputation monitoring: tools to track your online reputation.
- Prevent reputation problems: social media management, build credibility, respond to criticism.
- How important is online reputation for your business?

**DAY 2:** 16/10/2014

**Afternoon:**

## **Module 3 : Entrepreneurship**

**This module will help Women project initiators in the Arab region discover the qualities and skills needed to assist them to become a successful entrepreneur. It will also introduce them to a few basic concepts in business.**

### **Objective :**

The objective of the entrepreneurship overview module will be to improve women entrepreneurs in addressing decision makers in institutions while marketing their ideas or products. So, they can map up an effective marketing approach: Have a clear identity, key messages (their objectives versus their target company/ customer ones), And evaluation (are you irritating people or is your strategy part of productive?).

### **Main topics :**

- Entrepreneurial skills (Thinking, interaction with people, safety and survival...).
- Putting your business idea to the test.
- Understanding the Market.
- Setting the prices.
- Building a plan that will attract investment.
- Funding and banking,
- Communication with customers and business partners.
- Managing time & workplace.
- Business plan.

## Trainers:

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**Mrs. Imen Baccouche**

**CEO & founder - « Med training »**

Tunisia

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**Mrs. Rim Belhaj**

**Telecom engineer - Hubert H. Humphrey Alumna**

ISET'Com -Tunisia