

**Training of Trainers**

*Women ICT Frontier Initiative (WIFI) DX:*

*Empowering Women Entrepreneurs through Digital Transformation*

*24-26 March 2024, Bangkok, Thailand*

The Asian and Pacific Training Centre for ICT for Development – a regional institute of the Economic and Social Commission for Asia and the Pacific with a mandate on capacity building on digital technologies for sustainable development – launched the **Women ICT Frontier Initiative (WIFI)** in June 2016 to promote women entrepreneurship through digital skills development. It aims to strengthen the capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as the capacities of government leaders and policymakers to provide an enabling environment for ICT-empowered women entrepreneurs through gender-responsive ICT-enabled policies and programs.

Recognizing the technology trends and challenges that continue to face women entrepreneurs in the region, the Centre has revamped the WIFI programme – called WIFI DX – to offer new and practical courses that will support them in their digital transformation journey. WIFI DX will cover topics such as: Foundation course: Women Empowerment through Business Innovation and Digital Transformation, Leveraging business through E-Commerce & Digital Marketing, Digitalization of Business Financial Management, Trust and Security, Business Continuity Planning, Data Analytics for Women Entrepreneurs.

To support the regional roll-out of the new capacity-building programme, APCICT is organizing the inaugural Training of Trainers for WIFI DX on 24-26 March 2024, in Bangkok, Thailand. The goal is to establish a network of trainers and resource persons who can assist with the national implementation of WIFI DX. The training will equip them with the knowledge and skills to deliver the newly-developed WIFI modules among women entrepreneurs in their countries.

# **About the Programme**

The three-day TOT will cover the following courses:

* Foundation Course on Women Empowerment through Business Innovation and Digital Transformation. This course serves as the cornerstone of the programme and aims to motivate women entrepreneurs to embark on a transformative journey.
* E-Commerce and Digital Marketing. This course equips women entrepreneurs with the practical skills needed to establish online presence and effectively market their products or services in the digital space.
* Data Analytics for Women Entrepreneurs. This course empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.
* Trust and Security in using Digital Technology. This course imparts women entrepreneurs with fundamental skills concerning online security. It is dedicated to enhancing their basic skills and increasing awareness regarding digital security and data privacy.
* Business Continuity Planning. This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

# **PARTICIPANTS**

The training will be attended by potential trainers comprising of representatives from government, training providers, and women entrepreneur associations.

**DRAFT PROGRAMME**

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| Wednesday, 24 April 2024 | |
| Time | Description |
| 8:30 – 9:00 | Registration |
| 9:00 - 9:30 | **Opening Session**   * Welcome Remarks * Group Photo |
| 9:30 – 10:30 | **Session 1: Women Empowerment through Business Innovation and Digital Transformation** |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:00 | **Session 1 continued** |
| 12:00 – 1:30 | *Lunch* |
| 1:30 – 3:30 | **Session 2: Digital Marketing & E-Commerce** |
| 3:30 – 3:45 | *Coffee Break* |
| 3:45 – 4:30 | **Session 2 continued** |

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| Thursday, 25 March 2024 | |
| Time | Description |
| 9:00 – 11:00 | **Session 3: Data-Analytics** |
| 11:00 – 12:00 | *Lunch* |
| 12:00 – 12:30 | *Departure to the United Nations Conference Centre* |
| 12:30 – 2:00 | **ESCAP CS80 Side Event**  Launch of Women ICT Frontier Initiative (WIFI) DX |
| 2:00 – 2:30 | *Departure to the Venue* |
| 2:30 – 2:45 | *Coffee Break* |
| 2:45 – 4:30 | **Session 4: Trust and Security** |

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| Friday, 26 April 2024 | |
| Time | Description |
| 9:00 – 10:30 | **Session 5: Business Continuity Planning** |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:00 | **Session 6: Individual Activity** |
| 12:00 – 1:30 | *Lunch* |
| 1:30 – 3:00 | **Session 6: continued** |
| 3:00 – 3:15 | *Coffee Break* |
| 3:15 – 4:00 | **Wrap-up & Evaluation** |