



APCICT

Asian and Pacific Training Centre
for Information and Communication
Technology for Development



Women ICT Frontier Initiative (WIFI) DX: Empowering Women Entrepreneurs through Digital Transformation

10-12 July, 2024, Vientiane

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 national rollout of WIFI DX, APCICT, in collaboration with the Ministry of Technology and Communications of Lao PDR and the Digital Economy Promotion Agency of Thailand is organizing the training on 10-12 July 2024. 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.

About the Programme

The three-day training will cover the following courses:

1. 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.



2. 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.
3. Data Analytics for Women Entrepreneurs. This course empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.
4. 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.

Participants

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



DRAFT PROGRAMME

Day 1	
Time	Description
8:30 – 9:00	Registration
9:00 – 9:30	Opening Session <ul style="list-style-type: none">▪ Welcome Remarks▪ Group Photo
9:30 – 10:00	Session 1: Fundamentals of Digital Transformation for Women Entrepreneurs <i>By Irene Boey</i>
10:00 – 10:15	Coffee Break
10:15 – 12:15	Session 2: Data Analytics <i>By Irene Boey</i>
12:15 – 13:30	Lunch
13:30 – 15:00	Session 3: Fundamentals of Digital Marketing <i>By Suchana Sinthavathavorn and Pattaraporn Yenbutra</i>
15:00 – 15:15	Coffee Break
15:15 – 16:30	Session 4: Continued



Day 2

Time	Description
8:30 – 10:30	Session 5: Marketing Content by Generative AI <i>By Suchana Sinthavathavorn and Pattaraporn Yenbutra</i>
10:30 – 10:45	Coffee Break
10:45 – 12:00	Session 6: Affiliate Marketing : Facebook fanpage, Lazada, TikTok <i>By Suchana Sinthavathavorn and Pattaraporn Yenbutra</i>
12:00 – 13:30	Lunch
13:30 – 15:00	Session 7: Continued <i>By Suchana Sinthavathavorn and Pattaraporn Yenbutra</i>
15:00 – 15:15	Coffee Break
15:15 – 16:30	Session 8: Trust and Security <i>By Suchana Sinthavathavorn and Pattaraporn Yenbutra</i>



Day 3

Time	Description
8:30 – 10:30	Session 9: Individual Exercise and Reporting
10:30 – 10:45	Coffee Break
10:45 – 12:00	Session 10: Continued
12:00 – 13:30	Lunch
13:30 – 14:00	Wrap-up & Evaluation Closing

