

AFRICA DIGITAL SKILLS CONFERENCE 2023

IMPACT REPORT

Sponsored By



THE GLOBAL GOALS

4 Quality Education



8 Decent Work and Economic Growth



9 Industry, Innovation, and Infrastructure



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ABOUT AFRICA DIGITAL SKILLS CONFERENCE

The Africa Digital Skills Conference is a three-day annual conference organized by Mobile Web Ghana and its partners to provide institutions, government, agencies, professionals, entrepreneurs, students and the youth at large in Ghana and Africa with an opportunity to teach and learn digital skills.

OBJECTIVES



To promote the teaching and learning of digital skills across the African continent.



To contribute to the creation of a real platform for digital skills network and connections.

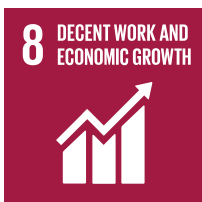
PRIORITY SDGS

SDG 4- QUALITY EDUCATION



By imparting digital skills and promoting tech-focused education, we're addressing sub-targets related to access to quality education, technical skills development, and bridging the digital divide. Our commitment aligns with creating an educational landscape that prepares individuals for a technology-driven world, ensuring no one is left behind

SDG 8- DECENT WORK AND ECONOMIC GROWTH

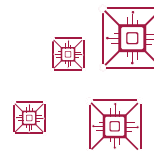


The Africa Digital Skills Conference plays a pivotal role in achieving these targets by focusing on digital skill development, entrepreneurship, and innovation. Through digital training, and discussions, we're fostering an environment conducive to economic growth, job creation, and the nurturing of a skilled workforce ready for the demands of a digital economy.

SDG 9- INDUSTRY, INNOVATION, AND INFRASTRUCTURE



Our efforts at the Africa Digital Skills Conference align with this goal by fostering innovation through digital skills development, encouraging technological advancements, and promoting inclusive access to information and communication technology (ICT) infrastructure. By empowering individuals with digital skills, we contribute to building the backbone of Africa's innovative and resilient future.



Message From The Chair person- Africa Digital Skills Conference

“The future of Africa lies in our collective embrace and mastery of technology; it's not just about access, but empowerment. Let's pave the way for an inclusive digital era that transforms lives, transcends boundaries, and fuels our continent's boundless potential”

I am thrilled to share the resounding success of the Africa Digital Skills Conference 2023, an event that has left an indelible mark on the landscape of digital empowerment across our continent.

Throughout the conference, we witnessed a vibrant exchange of ideas, unparalleled enthusiasm, and a collective commitment to advancing digital literacy and skills in Africa. From insightful keynote sessions to engaging workshops and collaborative discussions, every moment was a testament to our shared dedication to empowering individuals and communities through technology.

I extend my heartfelt gratitude to our sponsors and partners whose unwavering support made this remarkable event possible. Your commitment to fostering digital innovation and education is truly commendable, and we are immensely grateful for your invaluable contributions..



FLORENCE TOFFA

Chairperson-Africa Digital
Skills Conference 2023

Together, we've laid the foundation for a brighter future, where digital skills are not just a privilege but a fundamental right for all. As we reflect on the conference's impact, let us continue our journey, united in our pursuit of a more digitally inclusive and empowered Africa.



STATISTICS



AFRICA DIGITAL SKILLS CONFERENCE 2023

AUDIENCE DIVERSITY



A total of **52** countries were represented at the conference, a testament to the conference's ability to attract a broad and diverse audience, fostering a rich exchange of ideas and experiences on a global scale.

SESSION ATTENDEES/EVENT DISCOVERY



The Africa Digital Skills Conference witnessed a total of **7508** visits

TRAINERS-SESSIONS



35 Trainers facilitated **37** sessions

TOTAL STATISTICS

7,508

SESSION ATTENDEES

52

COUNTRIES REPRESENTED

35

TRAINERS

+150.99%

THE REMARKABLE SURGE IN ATTENDANCE FROM 2997 IN THE PREVIOUS YEAR TO AN IMPRESSIVE 7508 ATTENDEES THIS YEAR

37

SESSIONS

ADSC 2023 SESSIONS OVERVIEW

DAY 1 –SEVEN(7) SESSIONS

AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Creating Amazing Customer Journeys

Visit www.africadigitalskillsconference.org to register for free

Tuesday 7th Nov. 2023 10:00am GMT

Ines Rose-Ingram
Pin3 Marketing

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AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Data Visualization and Design in Datawrapper for Publication

Visit www.africadigitalskillsconference.org to register for free

Tuesday 7th Nov. 2023 2:30pm GMT

Prof. Peter Penar
Leaders of Africa Institute

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AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Designing With Canva As A Beginner

Visit www.africadigitalskillsconference.org to register for free

Tuesday 7th Nov. 2023 11:00am GMT

Mishawu Abdallah
Global Startup Ecosystem

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DAY 2 –ELEVEN (11) SESSIONS

AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Data Science: Understanding Data, Preparation, Modeling and Optimization

Visit www.africadigitalskillsconference.org to register for free

Wednesday 8th Nov. 2023 4:00pm GMT

Bedita Hana
University of Botswana

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AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Open Source GIS Illustrating the news with maps

Visit www.africadigitalskillsconference.org to register for free

Wednesday 8th Nov. 2023 10:00am GMT

Enock Seth Nyamador
Linux Accra User Group

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AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Leveraging AI Tools for productivity

Visit www.africadigitalskillsconference.org to register for free

Wednesday 8th Nov. 2023 1:00pm GMT

Eric Appiah
Appiah IT Systems

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DAY 3 –NINETEEN (19) SESSIONS

Africa Digital Skills Conference '23

Session

Starting a Data-Driven Business. Where to Begin?

Visit www.africadigitalskillsconference.org to register for free

Wednesday 8th Nov. 2023 2:00pm GMT

Dr. Raza Vasileva
HCL World Bank Group

Speakers

Ally Marshall
Africa Digital Skills

Adrian Renschel
World Group

Deborah Kibira Renschel
HCL World Bank Group

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AFRICA DIGITAL SKILLS CONFERENCE '23

Join My Session on

Product Roadmapping, Product Strategy and Product Led Growth (PLG)

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Thursday 9th Nov. 2023 3:00pm GMT

Sedem Balfour
Code and Cocktails Fest

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Join My Session on

Meet the Meta Ads Dashboard

Visit www.africadigitalskillsconference.org to register for free

Thursday 9th Nov. 2023 2:00pm GMT

Enoch Appiah Jr.
Centres of Social Media Product

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EMERGING TRENDS DISCUSSED DURING THE CONFERENCE

DATA ANALYTICS AND AI INTEGRATION

Discussions centered around leveraging data analytics and artificial intelligence (AI) for informed decision-making and automation across industries.

DIGITAL MARKETING AND BRANDING:

Exploring innovative strategies to harness the power of digital marketing and branding in a rapidly evolving online marketplace

CYBERSECURITY RESILIENCE

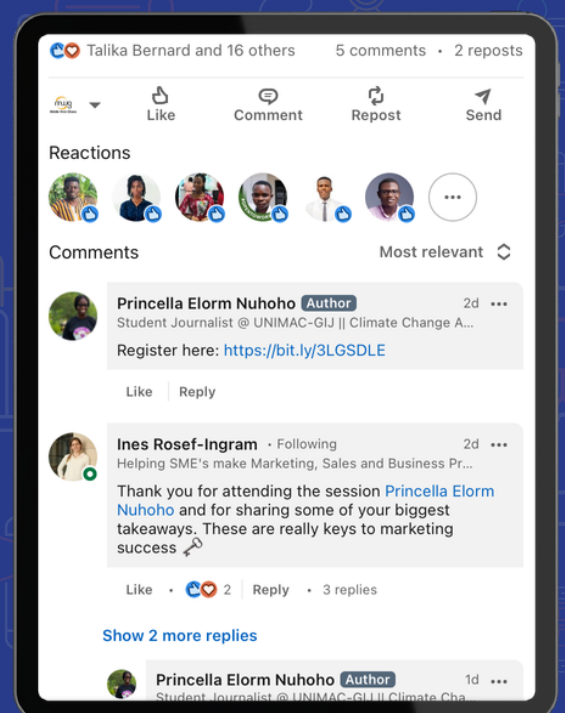
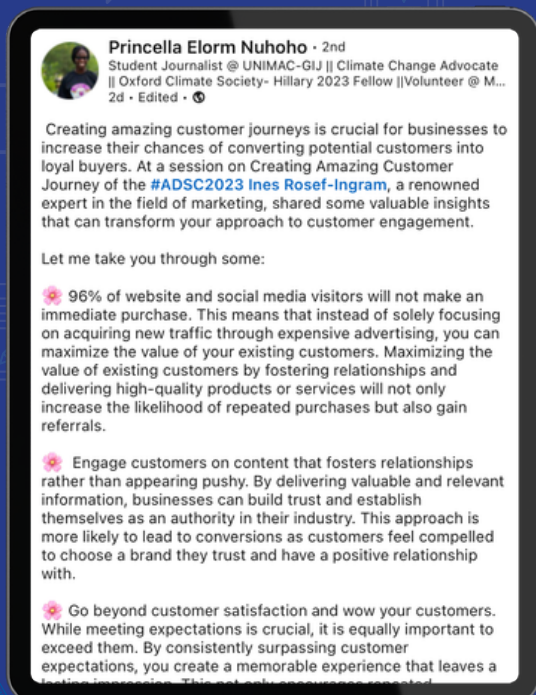
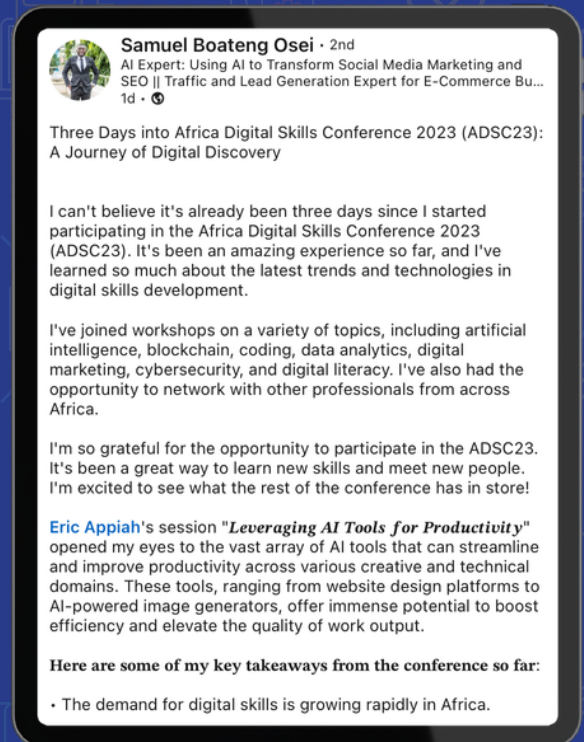
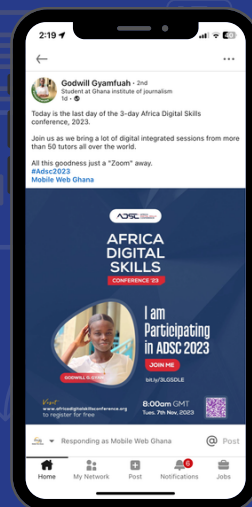
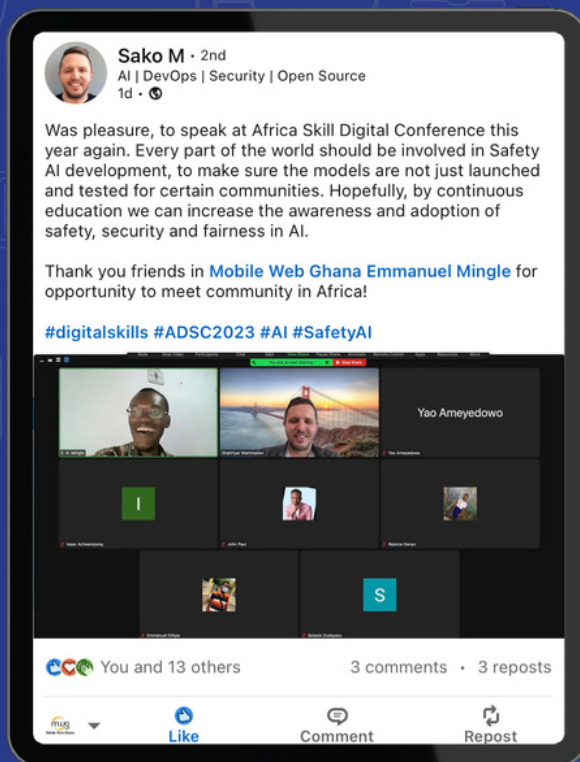
Emphasis was placed on building robust cybersecurity measures amid the evolving threat landscape to safeguard digital assets

CLOUD COMPUTING PROFICIENCY

Understanding the significance of cloud computing in enabling scalable and flexible infrastructure solutions.

SOCIAL MEDIA ENGAGEMENT

The dynamic engagement on platforms such as Twitter, LinkedIn, Facebook, and Instagram not only amplified the conference's reach but also created a virtual space buzzing with excitement, insights, and shared enthusiasm for advancing digital skills in Africa





TESTIMONIALS

The testimonials from our esteemed participants shed light on the invaluable aspects and key takeaways they had in the Africa Digital Skills Conference 2023

Sylvanus Quaye



The speakers really took their time to dive deep into their areas of expertise not withholding any relevant information and that was very helpful to understand them even in discussions I don't have much knowledge in.

Tivinog



I found the information about new technologies presented at the conference to be incredibly valuable. Additionally, the opportunity to access and rewatch session recordings was a great feature, allowing me to join more sessions and review content at my own pace.

Julliette Ohenewah



Enjoyed every aspect and I like the fact that I was not restricted to just one session. I could join any session of choice

Ben Fosu



*The facilitators are well experienced. **Key Takeaways:** Building digital skills is very key*

Samuel Boateng Osei



Eric Appiah's session " Leveraging AI Tools for Productivity across various creative and technical domains. These tools ranging from website design platforms to AI-powered image generators ,offer immense potential to boost efficiency

Priscilla Elorm Nuhoho



The session on creating Amazing Customer Journey of the ADSC2023, Ines Rosef-Ingram, a renowned expert in the field of marketing, shared some valuable insights that can transform your approach to customer engagement

Deborah Nana Yaa



The sessions have been wholesome and insightful. Kudos to the team for such a great work

Daniel Osei



*The resource persons were most valuable.. **Key takeaways:** Social media, AI and data visualization is a key skill if one wants to thrive in this era of technological advancement*



NEXT STEPS

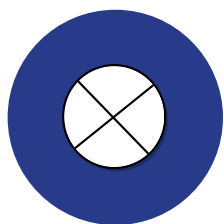
Future Initiatives:

Looking ahead, the conference has laid the groundwork for a series of impactful initiatives:



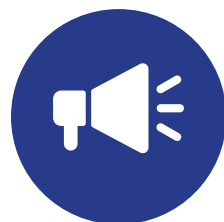
01 — Theme Expansion

AI ethics, financial tech, medical tech, and career strategies with AI - as central pillars for deeper exploration in the upcoming conferences.



02 — Cross-Sector Collaborations:

Strengthening collaborations between public, private, and nonprofit sectors to create comprehensive digital skills development frameworks and initiatives.



03 — Policy Advocacy and Implementation

Advocating for policies that prioritize digital literacy and skills development, facilitating their implementation for widespread impact



04 - Continuous Learning Platforms

Building sustainable platforms for continuous learning, offering resources and support to individuals and organizations keen on advancing their digital capabilities.

CONCLUSION

The conference this year acted as a spark for discussion, encouraged teamwork, and highlighted the way to a future in which digital skills will be essential for advancement and opportunities. The many viewpoints, rich tapestry of discussions, and shared experiences emphasized how crucial it is to give people the skills and information they need to prosper in a world that is becoming more and more digital.



150.89% INCREASE IN PARTICIPATION

- This year's conference saw an incredible 150% growth in attendance, rising from 2997 people in the previous year to an amazing 7508. This enormous increase indicates the conference's increasing relevance and commitment to developing digital skills through out Africa and beyond



GLOBAL REPRESENTATION AND COLLABORATION

- With 52 nations participating, the meeting transformed into a blend of varied viewpoints, specialties, and life experiences.



VIBRANT SOCIAL ENGAGEMENT

- Trainers and participants alike expressed how excited they were about the upcoming sessions on social media, creating a vibrant online community that cut across regional barriers.

Let's continue this journey together, fueled by the momentum of our shared vision for a digitally inclusive Africa

ACKNOWLEDGEMENTS

The Africa Digital Skills Conference extends heartfelt gratitude and appreciation to:

- **Sponsors and Partners:** Whose steadfast support and commitment played a pivotal role in bringing the vision of the conference to fruition.
- **Our Esteemed Speakers and Trainers:** For sharing their expertise, insights, and invaluable knowledge, enriching the conference with their contributions.
- **Attendees and Participants:** Whose active engagement, enthusiasm, and diverse perspectives shaped the vibrant discussions and collaborative spirit of the event.
- **Conference Organizers and Volunteers:** For their unwavering dedication, tireless efforts, and meticulous planning that ensured the success of the conference.
- **The Global Digital Community:** For their unwavering commitment to advancing digital skills and empowerment, driving meaningful change across continents.

Your collective efforts and contributions have been instrumental in making the Africa Digital Skills Conference a resounding success, shaping the narrative of digital transformation in Africa.

We thank you for your continued support in our efforts to contribute to the Africa Digital Skills Conference.



<https://africadigitalskillsconference.org/>