



Host



Co-Organiser



# 6<sup>th</sup> REGIONAL WIEF ONLINE MARKETING WORKSHOP



2 - 6 April 2017 | Conakry, Republic of Guinea

## PROGRAMME

### Day 1, 2 April 2017

9.00am - 9.30am	Opening Ceremony
9.30am - 10.30am	Ice Breaker & Networking Session
10.30am - 10.45am	Tea Break
10.45am - 1.00pm	Introduction to Online Business Marketing
1.00pm - 2.00pm	Lunch
2.00pm - 4.00pm	Strategizing Your Internet Presence
4.00pm - 4.15pm	Tea Break
4.15pm - 5.00pm	Domain name selection

### Day 2, 3 April 2017

9.00am - 10.30am	Introduction to HTML Website Design Platform WIX
10.30am - 10.45am	Tea Break
10.45am - 1.00pm	Mastering Website Design Tools in WIX
1.00pm - 2.00pm	Lunch
2.00pm - 4.00pm	Website Design Framework
4.00pm - 4.15pm	Tea Break
4.15pm - 5.00pm	Content Finalizing and Uploading

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## PROGRAMME

### Day 3, 4 April 2017

9.00am - 10.30am	Creating Impactful Website Contents for Business
10.30am - 10.45am	Tea Break
10.45am - 1.00pm	Online Digital Marketing Strategy & Tools
1.00pm - 2.00pm	Lunch
2.00pm - 4.00pm	Mastering WIX Apps Store Applications
4.00pm - 4.15pm	Tea Break
4.15pm - 5.00pm	Introduction to Online Store and E-Commerce

### Day 4, 5 April 2017

9.00am - 10.30am	Introduction to Social Media Marketing : Facebook Adds
10.30am - 10.45am	Tea Break
10.45am - 1.00pm	Facebook Adds Strategy and Implementation
1.00pm - 2.00pm	Lunch
2.00pm - 4.00pm	Integrated of Website with Social Media Marketing
4.00pm - 4.15pm	Tea Break
4.15pm - 5.00pm	YouTube, Instagram, Twitter and Others

### Day 5, 6 April 2017

9.00am - 10.30am	Social Media Marketing Campaign
10.30am - 10.45am	Tea Break
10.45am - 1.00pm	Website Revision & Group Presentation
1.00pm - 2.00pm	Lunch
8.00pm - 10.00pm	Closing Dinner & Certificate Presentation

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Online marketing for businesses provides one of the most affordable ways to promote products and services. Compared to traditional marketing, online marketing can reach a larger targeted audience within a matter of days and in some cases, hours. Online marketing offers many advantages and has become one of the most sought after workshops for women entrepreneurs across the globe.

THE WIEF ONLINE MARKETING WORKSHOP HAS BENEFITED CLOSE TO

**300 WOMEN ENTREPRENEURS, OVER 20 COUNTRIES.**



The 6th Regional WIEF Online Marketing Workshop, a collaborative programme between the World Islamic Economic Foundation (WIEF), Islamic Centre for Development of Trade (ICDT) and Agency for the Promotion of Private Investments of the Republic of Guinea (APIP-Guinea) will be held in Conakry, Guinea on the 2 - 6 April 2017 to assist women entrepreneurs in expanding their business outreach. This year WIEF's Online Workshop will gather 40 women entrepreneurs, who own micro, small and medium sized businesses, from Guinea and the surrounding countries.

**Register now for the 6th Regional WIEF Online Marketing Workshop and don't miss the opportunity to be a part of the digital entrepreneur community and make your business a success.**

WHO SHOULD ATTEND	OUTCOME/BENEFITS FROM THE WORKSHOP	FOUR KEY AREAS OF FOCUS
<ul style="list-style-type: none"> <li>• Women entrepreneurs, preferably owners of micro businesses</li> <li>• Women with basic knowledge on the usage of computers and internet</li> <li>• Women with Internet access at home, business or workplace</li> <li>• Women committed and enthusiastic to learn new internet skills</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in sales leads and inquiries from online sources</li> <li>• Expand market outreach to new areas and customers</li> <li>• Establish an online profile that is presentable and enhances overall company image</li> <li>• Increase visibility to existing and potential clients</li> <li>• Strengthening of company profile</li> <li>• Platform for networking among women entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• Web presence and website development</li> <li>• Internet marketing and search engine optimisation techniques</li> <li>• Social media marketing tools and strategies</li> <li>• Online monitoring tools</li> </ul>

**For further information kindly contact us!**

**Contact person in Morocco**

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Islamic Centre For Development Of Trade (ICDT)  
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**Contact person in Guinea**

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Agency for the Promotion of Private Investments (APIP-Guinea)  
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**Online registration is available at the following link:**  
<https://form.jotform.me/70240477277458>

Registration Deadline is by 14 March 2017

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## Registration Form

### PARTICIPANTS AND ELIGIBILITY CRITERIA

- Women entrepreneurs, preferably owners of a micro businesses
- Women with intermediate of ICT literacy and familiar with the usage of Internet, email and others
- Women entrepreneurs with internet access at home, business or workplace
- Women entrepreneurs who do not have a website or have a dormant website (for those with website, could potentially derive benefit from Internet Marketing and Social Media strategies)
- Women entrepreneurs who are committed to attend all sessions and complete all assignments and enthusiastic of learning new internet skills

### WORKSHOP DETAILS

- No participation fee will be charged.
- Free accommodation on twin sharing basis will be provided for foreign participants
- Meals will be provided
- Airfare and ground transportation to the venue are to be borne by participants

### TERM AND CONDITIONS

By completing the registration form, you are agreeing to the terms and conditions set out below:

- Participants must be at least 20 years of age and above
- Participants must speak/understand English or French in order to respond to the teaching or instructions from Us
- Compulsory for the participants to bring their own laptop
- Visa application (if needed) is to be done by participants
- As limited seats are available, the Organisers reserve the right to select the applications to participate in the workshop. The selected participants will be notified via email
- If the 6th Regional WIEF Online Marketing Workshop, for whatever reason has to be moved to other dates or is cancelled, the Organisers cannot be held liable by participants for any damages, costs or losses incurred



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### PERSONAL DETAILS

Title (Mrs, Ms, Dr, Prof):

Full Name:

Nationality:

Date of birth:

Country of Residence:

Mailing Address:

Mobile Number:

Email:

Secondary Email:

Office Number:

Fax Number:

### BUSINESS PROFILE

Company Name:

Job title/Occupation:

Number of Years in Business:

Nature of Business:

Website:

Revenue per Year:

### SOCIAL MEDIA

Facebook:

Twitter:

LinkedIn:

Instagram:

**Registration Deadline is by 14 March 2017.**



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## PARTICIPANT PROFILING FORM

### YOUR BUSINESS PROFILE

Brief Business Description/Nature of Business

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Estimated Monthly Sales:

---

Current Market (local/International):

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Current Marketing Method (Advertising Strategies e.g. flyers, magazine, etc)

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Year(s) in Doing Business:

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No. of Employee:

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### YOUR ACADEMIC BACKGROUND

Please list all academic qualifications and courses, stating the institutions attended and the respected completion dates.

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### INTERNET LITERACY PERSONAL USE

Please indicate whether you are using any or all of the followings for your personal matters.  
(Please click or mark your answers below)

No	Question	Never	Seldom	Frequent
1	Email (Example: Gmail, Yahoo Mail, Hotmail, etc)			
2	Social Network (Example: Facebook, myspace, Friendster, etc)			
3	Online Bill Payments (Example: Electricity bill, Water bill, etc)			
4	E-Banking services (Example: NIC Bank Online, etc)			
5	Online ticket purchasing (Example: Kenya Airways, Qatar Airways, etc)			
6	Online purchasing (Example: e-bay, amazon, etc)			

### BUSINESS USE (section 1)

Please indicate whether you are using all the followings in your business operation:  
(Please click or mark your answer below)

No	Question	Never	Seldom	Frequent
1	Email (Example: Gmail, Yahoo Mail, Hotmail, etc)			
2	E-Banking services (Example: NIC Bank Online, etc)			





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### BUSINESS USE (section 2)

(Please click or mark your answers below)

No	Question	Yes	No
1	Do you have a Business Website?		
2	If YES, is it a Static Business Website? OR Is it an interactive Business Website?		
3	The website applied Payment Gateway system? (Example: Paypal)		
4	Are you using Online Marketing strategy? (Example: Blog marketing, Google Adsense, Google Adwords, Banner Advertising, etc)		
5	Are you registered with any portal platform? (Example: worldbid, indiamart, Taiwantrade, etc)		
6	Have you attended any online marketing courses?		

I, \_\_\_\_\_, hereby confirm that all information stated above is true and correct.