Briefing on Social Media and Emerging Technologies for the Post Pandemic World
20 May 2021

BACKGROUND

In an effort to build the capacities of government officials and policymakers of the Royal Government of Bhutan on Social Media for Development and use of Emerging Technologies for Governance and development, the Ministry of Information and Communications (MoIC) and the Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) are co-organizing a virtual Briefing on "Social Media and Emerging Technologies for the Post Pandemic World*."*

Social media has emerged in recent years as a powerful and widespread communication platform. According to the International Telecommunication Union, social media is now an "essential tool for hundreds of millions of Internet users worldwide and a defining element of the Internet generation". Taking many forms, including social networking sites, blogs, wikis, podcasts, forums and content communities, social media is now widely used for exchanging information and ideas among citizens, institutions, and communities. Social media is being utilized in a wide range of areas such as public administration, rural development, environmental protection, education, public health, combating corruption, and disaster communication and management, among others.

The COVID-19 pandemic has presented the criticality of technologies in moving forward to the new normal, as ICT is going to be a prominent part of it. Many organizations and countries are leveraging emerging technologies to redefine work, preparedness for such global crises and for reviving the economy. Bhutan is not an exception in this scenario and adopting emerging technologies will be a necessity to address the current challenges as well as to transition to the New Normal. Additionally, leveraging emerging technologies also paves the path for Bhutan to possibly create a niche and lead in certain technologies.

The Briefing, co-organized by DoIM, MoIC and APCICT/ESCAP, aims to increase awareness and build capacities of Chief ICT officers of all the ministries, institutions, and ICT Head of 20 Dzongkhag; Chief Planning Officers of all Ministries and institution, Information and Media Officers, Media focal and members from Royal Education Council on how to utilize social media for development and governance. The briefing will also expose the audience to the positive impacts and possibilities offered by emerging technologies and how Bhutan can lead transformation leveraging emerging technologies.

OBJECTIVES

The Briefing has the following objectives:

- Increase awareness of Chief ICT officers of all the ministries, institutions, and ICT Head of 20 Dzongkhag; Chief Planning Officers of all Ministries and institution, Information and Media Officers, Media focal and members from Royal Education Council on emerging technologies and the role of social media for promoting governance and development;
- Enhance understanding of the implications for national policy and program formulation emerging from the role of social media in promoting governance and development; and
- Increase understanding of enabling policy environment for digital transformation.

RESOURCE PERSON

Dr. Emmanuel Lallana, Chief Executive, IdeaCorp., Philippines

PARTICIPANTS

The briefing will be attended by the Chief ICT officers of all the ministries, institutions, and ICT Head of 20 Dzongkhag; Chief Planning Officers of all Ministries and institution, Information and Media Officers, Media focal and members from Royal Education Council.

DATE AND VENUE

The programme will take place virtually on Zoom Platform scheduled on 20 May 2021, 1:00-5.00PM (Thimphu)

CONTACTS

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PROGRAMME

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TIME*	DESCRIPTION
13:00 – 13:30	**Opening Session/Introduction** ▪ Remarks by Mr. Kiyoung Ko, Director, APCICT/ESCAP ▪ Remarks by Mrs. Monira A Y Tsewang, Offtg. Director of DoIM
	Group Photo
13:30 – 15:00	**Presentation** ▪ Social Media ▪ Emerging Technologies (big data and data analytics) Resource Person: *Dr. Emmanuel Lallana, Chief Executive, IdeaCorp., Philippines*
15:00 – 15:15	**Coffee Break**
15:15 -16:30	▪ Emerging Technologies (Artificial Intelligence, Block Chain, Robotics/Automation, Quantum Computing)
16:30-16:50	**Q&A**
16:50-17:00	**Closing remarks**

*Thimphu time