



Training on E-Commerce and Digital Marketing for Women Entrepreneurs

8 to 9 March 2023 (Male, Maldives)

BACKGROUND

The Ministry of Environment, Climate Change and Technology and the Ministry of Gender, Family and Social Services of the Republic of Maldives, in partnership with Asian and Pacific Training Centre for ICT for Development of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) will organize the Training on E-Commerce and Digital Marketing for Women Entrepreneurs on 8-9 March 2023 in Male, Maldives.

The event aims to help women entrepreneurs in Maldives deepen their understanding of concepts and practices on digital marketing, branding/storytelling and social media marketing and how to leverage e-commerce tools and platforms in their enterprises.

LEARNING OUTCOMES

At the end of the programme, participants are expected to:

- Learn the importance of digital marketing, branding and storytelling in promoting a business;
- Develop skills on social media marketing and content creation;
- Learn how to create social media presence; and
- Leverage e-commerce platforms in their business

TARGET AUDIENCE

The event is targeted towards 20 – 25 women entrepreneurs from different parts of the Maldives. Participants can be identified through NGOs that work for economic empowerment of women, and through business centers established in the atolls by Business Center Corporation.

VENUE

The training will be held on 8 to 9 March 2023 at the National Centre for Information Technology [TBC].

DRAFT PROGRAMME

Training on E-Commerce and Digital Marketing for Women Entrepreneurs

8 to 9 March 2023, 9:00 am to 4:00 pm

Male, Maldives

Time	8 March 2023 (Wednesday)
9:00 am to 9:30 am	Opening
9:30 am to 10:30 am	Session 1: Digital Marketing
10:30 am to 10:45 am	<i>Break</i>
10:45 am to 12:00 pm	Session 2: Branding and Storytelling
12:00 pm to 1:30 pm	<i>Lunch Break</i>
1:30 pm to 2:30 pm	Session 3: Goal Setting and Product Photography
2:30 pm to 2:45 pm	<i>Break</i>
2:45 pm to 4:00 pm	Session 4: Social Media Marketing

Time	8 March 2023 (Wednesday)
9:00 am to 10:30 am	Session 5: Social Media Marketing Content Creation
10:30 am to 10:45 am	<i>Break</i>
10:45 am to 12:00 pm	Session 6: E-Commerce
12:00 pm to 1:30 pm	<i>Lunch Break</i>
1:30 pm to 2:30 pm	Session 7: Creating a Social Media Presence - Practical
2:30 pm to 2:45 pm	<i>Break</i>
2:45 pm to 4:00 pm	Session 8: Creating a Social Media Presence - Practical Closing