



# PROGRAM REPORT MARCH 2023



## BUSINESS INNOVATION DEVELOPMENT AND ENTREPRENEURSHIP TRAINING (BIDET)

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# INTRODUCTION

## About the training

The BIDET Program on Digital Marketing recently conducted a training workshop on Social Media Management for participants interested in learning how to create a social media management plan. The training aimed to provide participants with the necessary knowledge and skills to create effective social media management plans for businesses and organizations.

## Organizers

This training program on social media management was made possible by the four organizations. They are Alexandria Institute of Journalism & Media Technology (AIJMT) is a media, journalism, and technology school, Gift-Tech Solutions (GTS) is a business and technology solutions provider, Worldwide Marketing Links Ltd. (WML) is digital marketing company and Young Enterprise Association (YEASS) is an association of youth-owned businesses, all located in Sunyani, Ghana.

## Partners and Sponsors

This program would not have been possible without the tremendous support from our valued partners and sponsors. Their generous contributions, unwavering commitment, and dedication to the cause have made this program a resounding success. We are truly grateful for their support, which has enabled us to provide participants with the necessary tools and knowledge to advance in their careers and make a positive impact in their respective fields. We extend our heartfelt appreciation to our partners and sponsors for their unwavering support, and we look forward to continuing our fruitful collaboration in the future.

## Participants Background

The BIDET March Training had a total of 30 participants, of which 12 were females. The expected number of participants was 50, indicating a lower turnout than anticipated. The majority of the participants had attended at least Senior High School, indicating a good level of education and literacy. Therefore, it is expected that they can read and write. All participants were living within the Sunyani Municipal, which is a capital city of the Bono Region of Ghana.

# TRAINING DETAILS

The training workshop took place on the 24th and 25th of March 2023, and it was attended by 30 participants out of 50 applicants. The training was facilitated by experienced social media manager and digital marketing expert, Emmanuel Preko Boamah, CEO of Gift-Tech Solutions, who provided practical insights into social media management planning.

## Training Objectives

The objectives of the training were as follows:

- To introduce participants to the key components of a social media management plan
- To provide participants with practical tips on how to create a social media management plan
- To equip participants with the necessary knowledge to analyse social media metrics and optimize social media strategies

## Training Highlights

The training workshop covered the following topics:

- Understanding a company profile and social media management challenges
- Social Media and Overview of Social Media Platforms available
- Difference between Social Media Management and Social Media Marketing
- Social Media Management Strategic Plan Development
- Content Creation for Social Media
- Scheduling and Publishing on Social Media
- Social Media Listening and Monitoring
- Dealing with Negative feedbacks
- Understanding Social Media Metrics (Analytics and Reporting)

The two days training program started on the 24<sup>th</sup> of March, 2023 with key note addresses from Gregory Pepper, one of our Advisory board members from the United Kingdom, and Madam Fati Bamba, the Regional Director for National Youth Authority (NYA), Bono Region. Our sponsors were also given the opportunity to talk about their business and reasons they had sponsored the program.



[Images of Gregory and Madam Fati speaking to the participants]

The training was highly interactive, with participants working in groups after a practical training by the trainer to create social media management plans for different case studies from businesses and organizations.



[Images from the training program show trainer and participants]



[Images from the training program show trainer and participants]

On the 25<sup>th</sup> of March 2023, which was the second day, the participant presented their prepared social media plans to their peers and a panel of judges after which they were awarded certificates. Below is some exception of participants been award their certificate by the Regional Director of the National Youth Authority (NYA), Bono Region, Ghana.





[Group picture of some participants with the Regional Director of NYA after the training]

## **Sponsorship & Donations**

The revenue generated to aid the successful implementation of the program was as follows:

- Organizers Contribution: GHS878.50
- Sponsorship: GHS418

**Total Revenue: GHS1296.50**

## **Expenses Incurred**

The expenses incurred during the training program were as follows:

- Venue Rental: GHS230
- Chair & Table Rental: GHS50
- Refreshments: GHS278
- Projectors and Speakers: GHS100
- Printing: GHS179.50
- Telephone charges: GHS10
- Envelopes: GHS25
- Transportation: GHS224

**Total Expenses: GHS1296.50**

# OUTCOME AND FEEDBACKS

## Outcome

At the end of the training, participants gained a deep understanding of social media management planning, including the importance of setting clear objectives and KPIs, understanding target audience, and creating engaging social media content. Participants also learned how to analyse social media metrics and optimize social media strategies to achieve better results.

## Feedback

The feedback from the participants was overwhelmingly positive, with many expressing their satisfaction with the quality of training they received. The practical examples and case studies used by the facilitator were particularly appreciated, as they helped participants to understand the key concepts better.

## Recommendations

- Calendar schedule - practical sessions for trainings encouraged.
- There should have been practical session on how to create the various social media platforms.
- Two days not enough for the training, so if the number of days can be extended.
- Heavy Meals should be reserved for last session of the training meeting.
- Educational level of participants should be considered in our selection (calibre of people)
- Better partnership with organisations with the resources.

## Conclusion

The Social Media Management training workshop was a great success, with over 30 participants in attendance. The training provided participants with practical knowledge and skills on how to create effective social media management plans. The organizers of the BIDET initiative remains committed to empowering young professionals in the digital marketing industry, and we look forward to organizing more training workshops in the future.

# PARTNERS & SPONSORS



## **National Youth Authority (NYA), BONO REGION**

We would like to extend our heartfelt gratitude to the National Youth Authority (NYA), Bono Region for their invaluable support as the implementing partner for the BIDET March 2023 training. Their dedication and commitment to making this program a success are truly commendable. We would like to give a special thanks to the Regional Director for NYA, Madam Fati Bamba, whose guidance and support have been instrumental in ensuring the success of this initiative. Her leadership and expertise have been invaluable to us, and we are incredibly grateful for the contributions. We recognize that the success of this program would not have been possible without the support, and we appreciate their efforts to make it a success. Thank you for the commitment to empowering individuals and communities through education, and for your unwavering dedication to our shared mission.

## **National Service Personnel Association (NASPA), SUNYANI**

We would like to extend our sincere gratitude to the National Service Personnel Association (NASPA), SUNYANI for their invaluable support as the supporting partner for our BIDET March 2023 training program. Their partnership has been instrumental in making this training a success, and we could not have done it without their support. We are grateful for the time and effort they dedicated to this program, and we appreciate their commitment to ensuring that our participants receive the highest quality training. The hard work and dedication have been instrumental in making this program a success, and we are truly grateful for your support. Once again, thank you for your partnership and commitment to making a positive impact in the lives of our participants. We look forward to continuing our work together in the future.

## **Aiding Estate Company Ltd.**

We're thrilled that Aiding Estate Company Ltd, Sunyani has generously sponsored the BIDET March 2023 training as a sponsor! We couldn't be more grateful for their support and for believing in our mission to improve the skills and knowledge of our participants. We want to extend our sincere thanks to the management of Aiding Estate Company Ltd, SUNYANI, especially Mr. Owusu Bannie Amanfo, and the entire staff members for their unwavering support. Their commitment to investing in education and training is truly commendable, and we're honoured to have them on board. Thank you, Aiding Estate Company Ltd, SUNYANI, for making a difference in the lives of our participants and helping us create a better tomorrow. We're excited to see the impact that BIDET March 2023 training will have, and we're grateful to have partners like you by our side.

## **Hand In Hand Waste Management**

On behalf of BIDET, I would like to express our heartfelt gratitude for Hand in Hand Waste Management, for their generous sponsorship towards this training program. Their support means a lot to us, and we are honoured to have them as our sponsor. We would like to specifically thank Mr. Emmanuel Adu and the entire staff members of Hand In Hand Waste Management for their unwavering support and commitment towards our cause. Your partnership with BIDET has made it possible for us to provide training to individuals who are passionate about building a sustainable business. We look forward to continuing our partnership with Hand In Hand Waste Management in the future.

## WHAT NEXT...



We are excited to announce our upcoming training programs for the rest of the year. In June, we will be holding a **Graphic Design training program** from **22<sup>nd</sup> to 24<sup>th</sup> June**. In September, we will be offering a **Design Thinking training program** from **21<sup>st</sup> to 23<sup>rd</sup> September**. And in November, we will be holding a **Business Development training program** from **30<sup>th</sup> November to 2<sup>nd</sup> December**. Each of these programs will provide participants with valuable skills and knowledge in their respective fields. All participants who attend these programs will receive a certificate of completion to recognize their efforts and achievements. We encourage everyone to sign up and take advantage of these valuable learning opportunities.

However, we cannot do this alone. We are calling on businesses and individuals to sponsor and donate to the **BIDET Initiative Program 2023**. Your support will help us to continue providing these valuable training programs to our community and empower individuals with the skills they need to succeed. To partner, sponsor or donate, please contact us directly via **+233248833753** or **+233206255521**. Thank you for your support and we look forward to your continued partnership in making a positive impact in our community.