



Web 2.0 and Social Media Learning Opportunity

Venue: Hilton Transcorp Hotel, Abuja, Nigeria

Dates: 4 – 8 April, 2016 (9:00 – 17:30)

Technological innovation is taking place at a breath-taking pace. Simple, open source internet-based applications and services designed to enhance on-line collaboration are now available to the wider public at little or no cost at all. These new online technologies known as **Web 2.0 and Social Media** applications enable people to collaborate to create, share and publish information.

The **Technical Centre for Agricultural and Rural Cooperation EU-ACP (CTA)** has a mandate to facilitate access to and dissemination of information in the fields of agriculture and rural development in 78 countries in Africa, the Caribbean and the Pacific (ACP). Supporting the adoption of Web 2.0 applications represents a great opportunity for meeting it.

Registration fees of **1000 USD** apply as CTA provides only content-related support, and implementation costs are shouldered by **Eastern African Grain Institute (EAGI)** and **The African Rural & Agricultural Credit Association (AFRACA)**. After completing registration, the organisers will contact you and arrange how you can make the payments.

The Learning Opportunity will cover advanced online searching, getting information served via alerts and RSS, collaborating remotely using Google Drive, Dropbox, VoIP, online mapping and social media. Participants will get a chance to see what others have done, get hands-on experience on how to use innovative applications, and assess how they could adopt these innovations within the context of their work and organisation.

This Learning Opportunity forms part of CTA initiatives that support development partners in networking, accessing and disseminating information more effectively.

Programme of the Learning Opportunity

- Web 2.0 and Social Media: concepts and principles;
- Selective access to information via (i) advanced multilingual search options; (ii) RSS and (iii) automated alerts;
- Content curation: Tagging and Social Bookmarking;
- Photos for the web;
- Remote collaboration (e.g. GoogleDrive, Dropbox);
- Online conversations (Skype, Google Hangouts, Viber, Whatsapp);
- Online mapping (New Google Maps);

- Blogging (Blogger or Wordpress);
- Micro-blogging (Twitter);
- Social networking (LinkedIn and Facebook), risks and mitigation measures;
- Online Communities of Practice;
- Web 2.0 and Social Media for Agri-business and marketing.

Participants - Eligibility and responsibilities

1000 USD payable in advance.

The fee is meant to cover the costs incurred by EAGI & AFRACA in the organisation of the event. The cost also includes the provision of lunch and refreshments during the training.

Eligibility criteria

- be computer literate and conversant with browsing the Internet;
- have regular access to a computer (ownership of a computer is an advantage);
- be in a position to take along a WIFI-enabled laptop to the training;
- be competent in the use of the English language;
- have an active e-mail account;
- be actively engaged in agricultural development including fisheries and coastal natural resource management in the domains of ICT for development (ICT4D), policies, markets; publishing, communication and media; and

Responsibilities

Accepted participants will be responsible for all costs related to their travel to and from the venue, their accommodation, breakfast and supper, their daily subsistence allowance, and for bringing their own WIFI-enabled laptop to the event.

Entitlements

During the event, the organisers will provide lunch and refreshments and distribute copies of CTA publications and instructional material.

How to apply

If you are interested in applying, please click on this link to complete [the online form](#).

Deadline for application: 23 March 2016

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