



Telecommunications Authority of Trinidad and Tobago

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2nd July 2023

Media Release

EMPOWERING MEN WITH DIGITAL SKILLS: UNLOCK YOUR POTENTIAL WORKSHOP! CELEBRATING WORLD YOUTH SKILLS DAY 2023 ON SATURDAY 15TH JULY 2023

The Telecommunications Authority of Trinidad and Tobago (TATT) is thrilled to announce its inaugural online workshop, titled “Empowering Men with Digital Skills: Unlock Your Potential! (EMDS: UP!)”, scheduled for Saturday, 15th July 2023, from 9:00 a.m. to 3:00 p.m.

This event marks a significant milestone for our organisation as we embark on a mission to equip young men with essential information and communications technology (ICT) skills.

TATT is pleased to have on board the Ministry of Digital Transformation (MDT) and Tobago Information Technology Limited (TITL) as partners in bringing this free workshop to young men in our society between the ages of 18 and 35.

The EMDS: UP! workshop aims to empower participants by providing them with the necessary tools and knowledge needed to excel in the digital era.

Data derived from TATT’s *National Digital Inclusion Survey 2021* has revealed varying levels of ICT competencies among youths and adults in Trinidad and Tobago. Among the 15 to 24 age cohort, 41% have standard ICT skills, compared to an even lower number – 30% – for the adult population, and only 4% of both groups have advanced skills.

“This transformative initiative aims to bridge the digital gap, enabling young men to harness the power of ICTs. By equipping them with essential digital skills, we empower them to adapt,

*Directors: Mr. Gilbert Peterson, S.C. (Chairman), Dr. Kim Mallalieu (Deputy Chairman), Mr. Nikolaiski Ali,
Mr. Nigel Cassimire, Ms. Kalana Prince- Wilson.*

compete, and succeed in a digitally driven world,” states Mrs Cynthia Reddock-Downes, TATT’s Chief Executive Officer, who will deliver the welcome address at the workshop.

The EMDS: UP! workshop will feature two parallel ICT skills capacity-building sessions, allowing participants to choose the area of focus that aligns with their particular interests and goals:

1. *Building Your Own Website Using Google Sites*: In this hands-on workshop, participants will gain practical knowledge on website development using the user-friendly Google Sites platform. From creating engaging web pages to customising designs and optimising user experiences, attendees will acquire the skills necessary to establish a professional online presence.
2. *Building Your Own Mobile App Using Thinkable*: This workshop will guide participants through the process of developing a mobile application using the intuitive Thinkable platform. Attendees will explore the essentials of app design, functionality, and user experience, gaining the necessary proficiency to bring their app ideas to life.

Attendees can look forward to a captivating presentation from keynote speaker Keron Rose, as he shares valuable insights and strategies for harnessing the power to develop their brands and create multiple streams of income. Mr Rose is an accomplished “digipreneur” who has achieved remarkable success in the digital realm. His expertise in utilising ICTs to drive business growth and create innovative solutions has earned him local and regional acclaim.

Moreover, participants will also have the opportunity to hear from another keynote speaker, Mr Donnie Bachan, Entrepreneur and Founder of SixBerries Ltd., who will provide tips and strategies on search engine optimisation and how to drive traffic to their sites.

The workshop has been timed to coincide with and commemorate the internationally recognised *World Youth Skills Day*. This observance emphasises the importance of equipping young people with the necessary skills for employability and entrepreneurship. By aligning our event with this global celebration, we are highlighting the significance of digital skills in shaping the future of our young men and, through them, our society.

All attendees will receive an e-certificate of participation. Participants also could win prizes by entering their projects in the *Unlock Your Potential (UP!) Competition* at the end of the workshop.

Registration is now open, and we encourage all eligible persons interested in empowering themselves with digital skills to secure their spot at this transformative event.

On Saturday, 15th July, participants can also attend the workshop at the following ICT Access Centres:

Trinidad locations:

1. Belmont Access TT Centre
2. Carenage Access TT Centre
3. Cumana Access TT Centre
4. Guayaguayare Access TT Centre
5. Lisas Gardens Access TT Centre
6. Marac Access TT Centre
7. Penal Access TT Centre
8. Todd's Road Access TT Centre

Tobago locations:

1. Tobago Information Technology Centre - Signal Hill
2. Belle Garden Multi-Purpose Community Centre - Belle Garden

There is limited seating at these locations, so early registration is advised.

To register or learn more about the workshop, please visit <https://sites.google.com/view/empoweringmenwithdigitalskills/home> or contact our event coordinator at events@tatt.org.tt.

For media inquiries, please contact Ms Sherry McMillan, Executive Officer, Corporate Communications, TATT at 778-8095, smcmillan@tatt.org.tt or at events@tatt.org.tt.

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