ITUAcademy
Empowering minds

Registration information

Governance of Generative AI and other emerging technologies in the creative sectors

Organized by:

UNIVERSITY OF THE WITWATERSRAND JOHANNESBURG

Training details

Modality: Online instructor led
Dates: *16 Feb 2026 - 13 Mar 2026*
Training fees: $400.00
Language: English
Application deadline: 13 Feb 2026
Payment methods: bank_transfer, credit_card, Bank transfer, Credit card
Training code: 26OI500444MUL-E-D
Contact: thelma.yolwa@wits.ac.za

Training description

The rise of generative AI, Web 3.0, and the metaverse is reshaping the creative industries, unlocking new possibilities for content creation, storytelling, and audience engagement. However, these innovations come with complex ethical, legal, and regulatory challenges.

The course equips professionals with the knowledge and tools needed to navigate this evolving landscape, ensuring the responsible and sustainable use of emerging technologies in the creative sectors. It allows learners to gain a strategic edge by understanding how cutting-edge technologies are revolutionizing the creative economy. Participants will learn to anticipate challenges, mitigate risks, and build collaborative frameworks that drive innovation while fostering ethical and sustainable growth.

For more information about the training objectives, target population, entry requirements, methodology, evaluation and content, consult the page here.

How to apply

In order to register for the training, applicants should:

1. Create an ITU Academy account here
2. Apply for the course here
3. The selection of participants for the course will be made by the course coordinators, based on the course's entry requirements, selection criteria and available number of seats. If selected, you will receive a notification by email.

How to pay for the training

This course is organized by University of the Witwatersrand (WITS), an ITU Academy Training Centre, which will collect the training fees directly.

You will find details about the payment process of this Centre at the following link or alternatively in your ITU Academy account under My courses.

Kindly note that payment must be made by 13 Feb 2026

Group registration and payment

Registration and payment for multiple people from an organization is possible through institutional contacts.

To become an institutional contact:

1. Go to your profile page by clicking on the “My account” button in the user menu and click on the “Apply to be an Institutional Contact” button
2. Fill in the required information and click “continue”, a request will be created.
3. An ITU Academy manager will manually review this request and accept or deny it accordingly.
4. If accepted, you will find a new menu tab “Institutional Contact” appearing in the top bar. You can now request multiple seats in a course and assign them to people from your group. Kindly note, each individual must create an ITU Academy account.

The ITU Academy is the International Telecommunication Union leading platform for capacity development initiatives.

International Telecommunication Union
Place des Nations, 1211 Geneva 20
Switzerland