



International Telecommunication Union

REGIONAL OFFICE FOR AFRICA



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Addis Ababa, 9 October 2017

Members of ITU Centres of Excellence Network  
for Africa

**Subject: Digital Marketing Training for the ITU Centres of Excellence Network for Africa, Abidjan, Cote d'Ivoire, 6 - 7 November 2017**

Dear Sir/Madam,

I am pleased to invite your organization to participate in the face-to-face training on "Digital Marketing for the ITU Centres of Excellence Network for Africa" to be held in Abidjan, Côte d'Ivoire from 6 to 7 November 2017. This training is organized by the ITU and will be run back to back with the 4<sup>th</sup> Steering Committee meeting of the Centres of Excellence for Africa (from 8 to 10 November 2017). Both events are kindly hosted by ESATIC.

The training will be delivered in English, with simultaneous interpretation in French.

The training aims at helping the Centres of Excellence staff to develop and sharpen their digital marketing skills. Participants will be equipped with the tools and techniques to develop cohesive digital marketing strategies, as well as to prepare, execute and evaluate digital marketing campaigns. Some of the specific topics to be covered are:

- Use of cyber assets for digital marketing;
- The building blocks for developing a digital marketing strategy;
- Preparing, executing and evaluating a digital marketing strategy;
- Evaluating the performance of a digital marketing strategy.

Detailed information on this training is contained in the training outline (Annex 1) which is also available on the ITU Academy platform at <https://academy.itu.int>.

You are invited to submit the name/s of the representative/s of your organization to this meeting by completing the attached registration form (Annex 2) and return it by **27 October 2017** at the latest to Ms Oumou Niang, e-mail [oumou.niang@itu.int](mailto:oumou.niang@itu.int), with a copy to Mr Rodolphe Kossonou, e-mail [rodophe.kossonou@esatic.ci](mailto:rodophe.kossonou@esatic.ci).

More information including the list of proposed hotels and visa formalities can be found in the attached information note (Annex 3) and on the ITU Academy portal at: <http://academy.itu.int/>.

We look forward to your participation and invaluable contribution.

Yours faithfully,



Andrew Rugege  
Regional Director for Africa and  
Liaison to ECA and AU



- Annexes:
1. Training Outline
  2. Registration form
  3. Information Note