# Training needs of DTC target audience

# 1 November 2022

# DTCI content gap analysis results

**Digital collaboration**
- Collaborate and connect with others using digital tools

**Digital Literacy**
- Range of digital platforms
- Decision making on best platforms
- Social media, security and online etiquette
- Networking

**Creating digital materials**
- Defining, designing and developing digital resources
- Produce digital resources
- Tools and methods to create materials to support a business

**Digital communication**
- Develop digital communication strategy
- Overcoming low/unreliable connectivity

**Digital marketing and advertising**
- Develop digital marketing strategy
- Using social media for marketing
- Measuring the effectiveness and impact of campaign

**Digital commerce**
- Understand eCommerce and Fin-Tech
- Develop simple and effective platforms to support digital commerce

# Group discussion

In small groups please discuss the following:

1. Do you think what you are delivering as a DTC serves the demand of your target audience (underserved, rural, etc.) as a DTC?
2. If not what other basic digital skills training courses could address this demand?

# Group discussion

One person from each group will be asked to report back.

The person with their **birthday closest to today** will be invited to share a summary of their group's discussion (2-3 minutes).

THANK YOU!