



I-TRAIN AFRICA
GET TRAINED, GO CREATE

Conference Report

Global Mentorship Conference for African Youth



I-Train Africa is an EdTech Platform focused on Sustainable Development Goal 4 (SDG4) which advocates for quality education for all.

The organization train and equip students and adults in Africa with employable skills and engage them in activities that give them global exposure and position them to attract and win global opportunities.

On October 16, 2021, I-Train Africa organized the *Global Mentorship Conference for African Youths*. Over 14,000 youths registered from across 53 African countries.

This document reports on the attendance, impact, feedback from participants, and input that made the conference a success.

The document also include inferences and action steps that will increase the influence of the organization and further achieve its purpose.

Hopin Registration



690

Registered users ⓘ



53

Countries represented



714

Total registrations ⓘ



\$0

Ticket sales

Registered users

By Day



690 → 0% from last 7 days



Registered users

→ 0%

690

Ticket sales

\$0.00

Hopin Attendance Overview



8.7 ⓘ

Attendee score



2h 4min

Avg. time spent



85%

Turnout



266

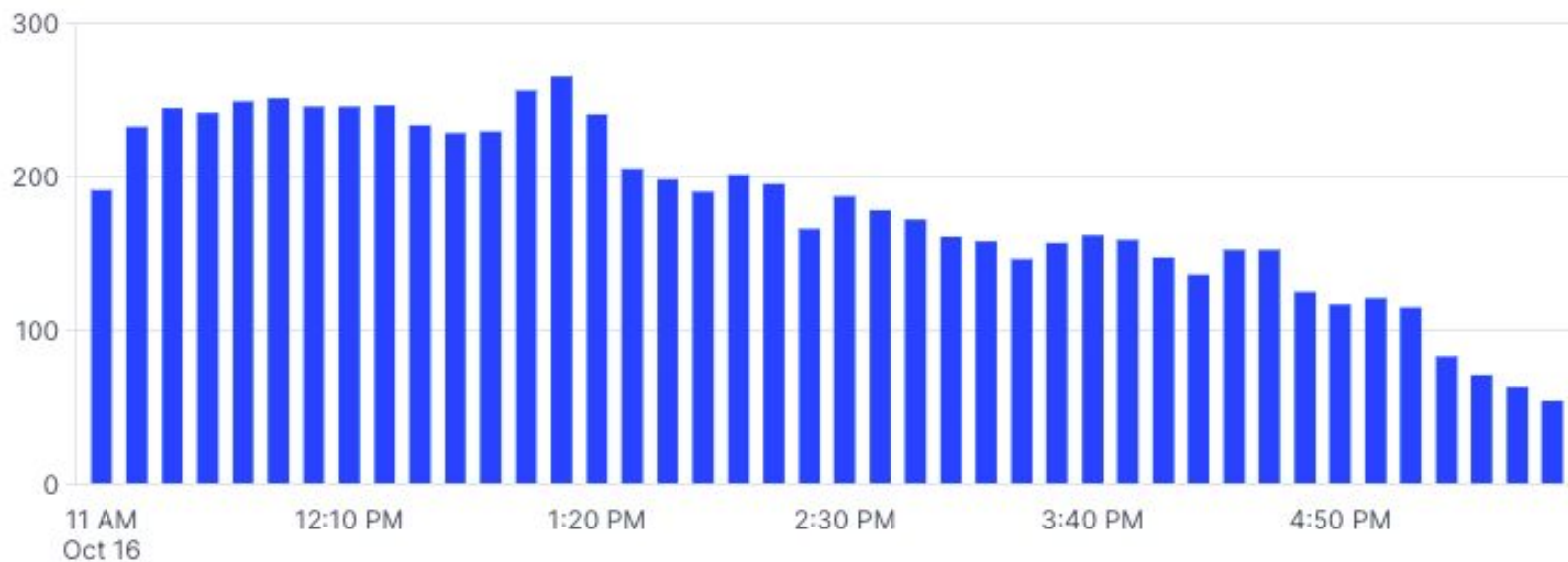
Peak attendance

All times are in BST Time zone

Peak active attendees

266

All times ▾



Peak active attendees

266



User registrations

690

Hopin Chats Report



4,163

Chat messages



1,481

Networking meetings



474

Connection requests

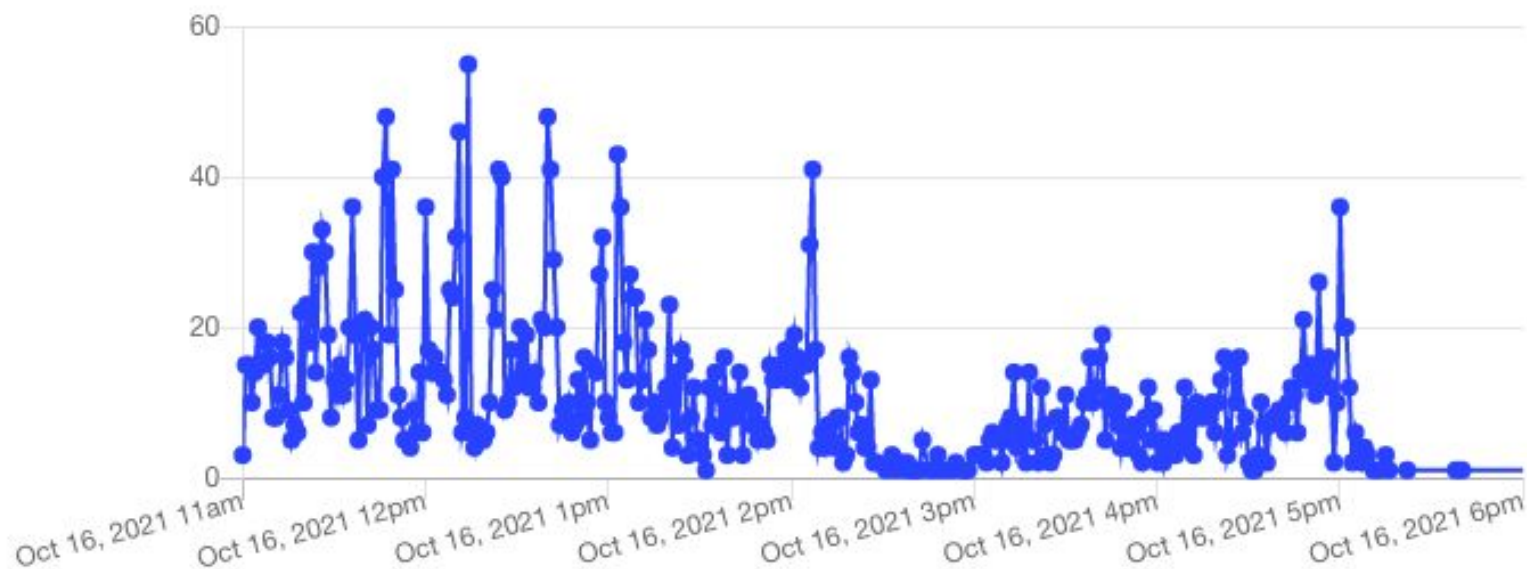


4

Scheduled meetings

Total chat messages

4163 → n/a



Total chat messages

4163

Total networking meetings

1481

Hopin Top Chats and Attendees Report

Top areas by chat messages

 Main Stage: Global Mentorship Conference For African Youths	2,864 (68.79%)
 Quality Education	256 (6.14%)
 Event chat	234 (5.62%)
 Good Health and Well-being	88 (2.11%)
 ENTREPRENEURSHIP 1	77 (1.85%)
 CAREER 1	61 (1.46%)

Top areas by attendees

 Main Stage: Global Mentorship Conference For African Youths	481
 Networking	372
 Quality Education	105
 ACADEMIA 1	91
 CAREER 1	75
 Project Access	75

FACEBOOK PLATFORM REPORT



376K

Ads Spend Amount (NGN)



644K

Ads Reach



30K

Ads Link Clicks



5%

Ads Conversion Rate



4000

Facebook Group Members



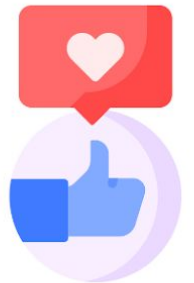
3000

Facebook Video Views



2900

Comments on Videos

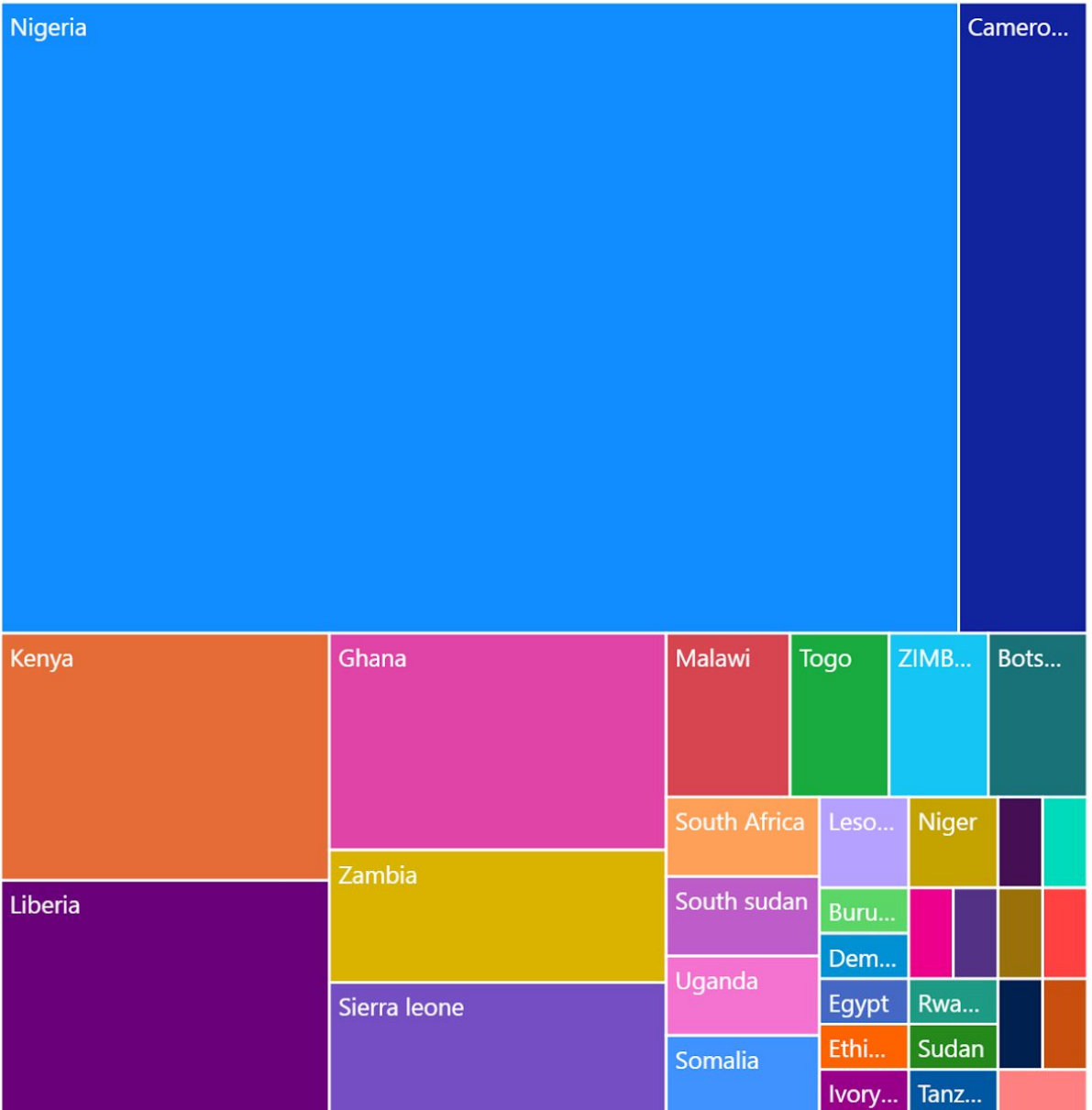


6700

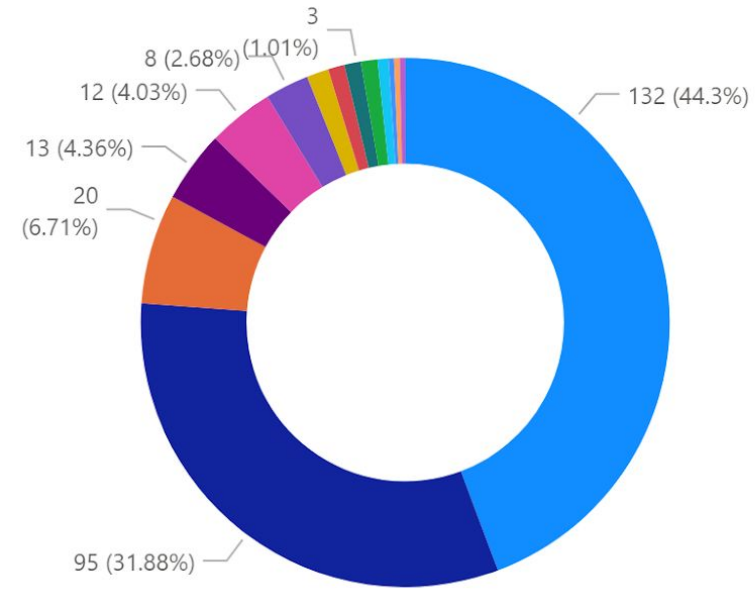
Post Engagement

PARTICIPANTS FEEDBACK

by Participants' Country

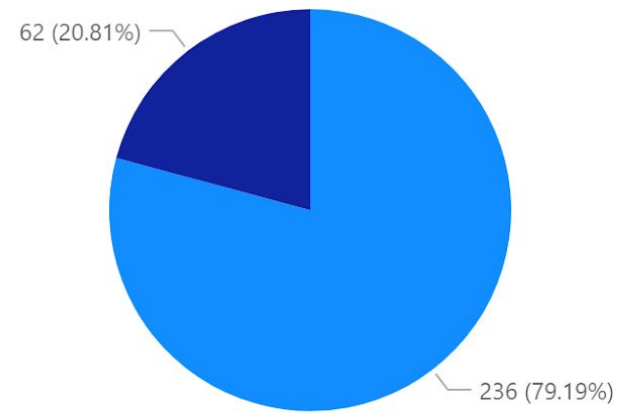


by Information Source



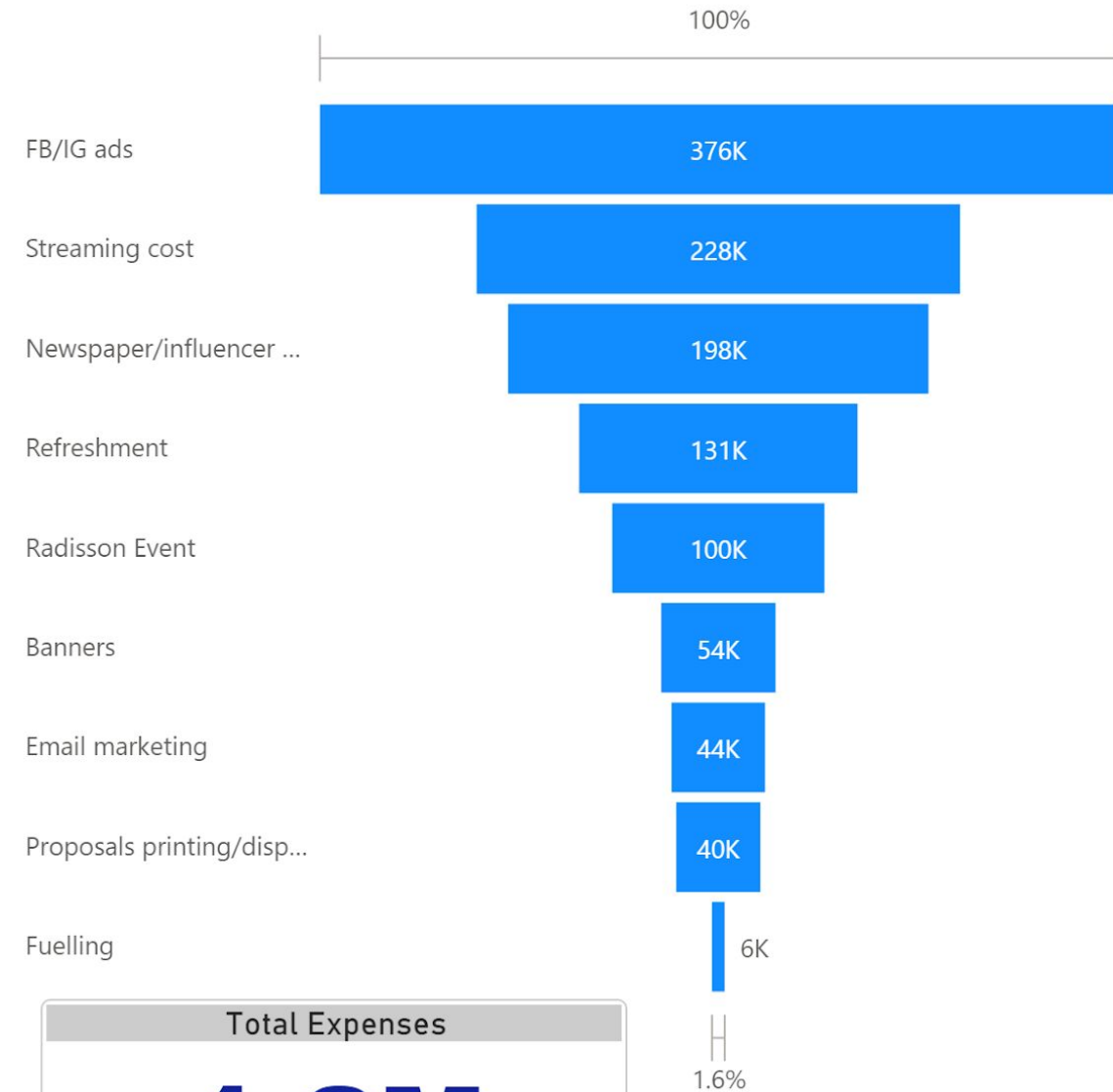
- Information Source**
- I-Train Africa Facebook page
 - Facebook Ads
 - Whatsapp
 - I-Train Africa email list
 - I-Train Africa Instagram page
 - I-Train Africa LinkedIn Page
 - Word of mouth
 - Instagram Ads
 - Mutual networks I belong t...
 - UNLEASH Community
 - Eventbrite
 - I know the founder personally
 - Physical banner at Universit...
 - UNLEASH LinkedIn Page

by First Time Participants

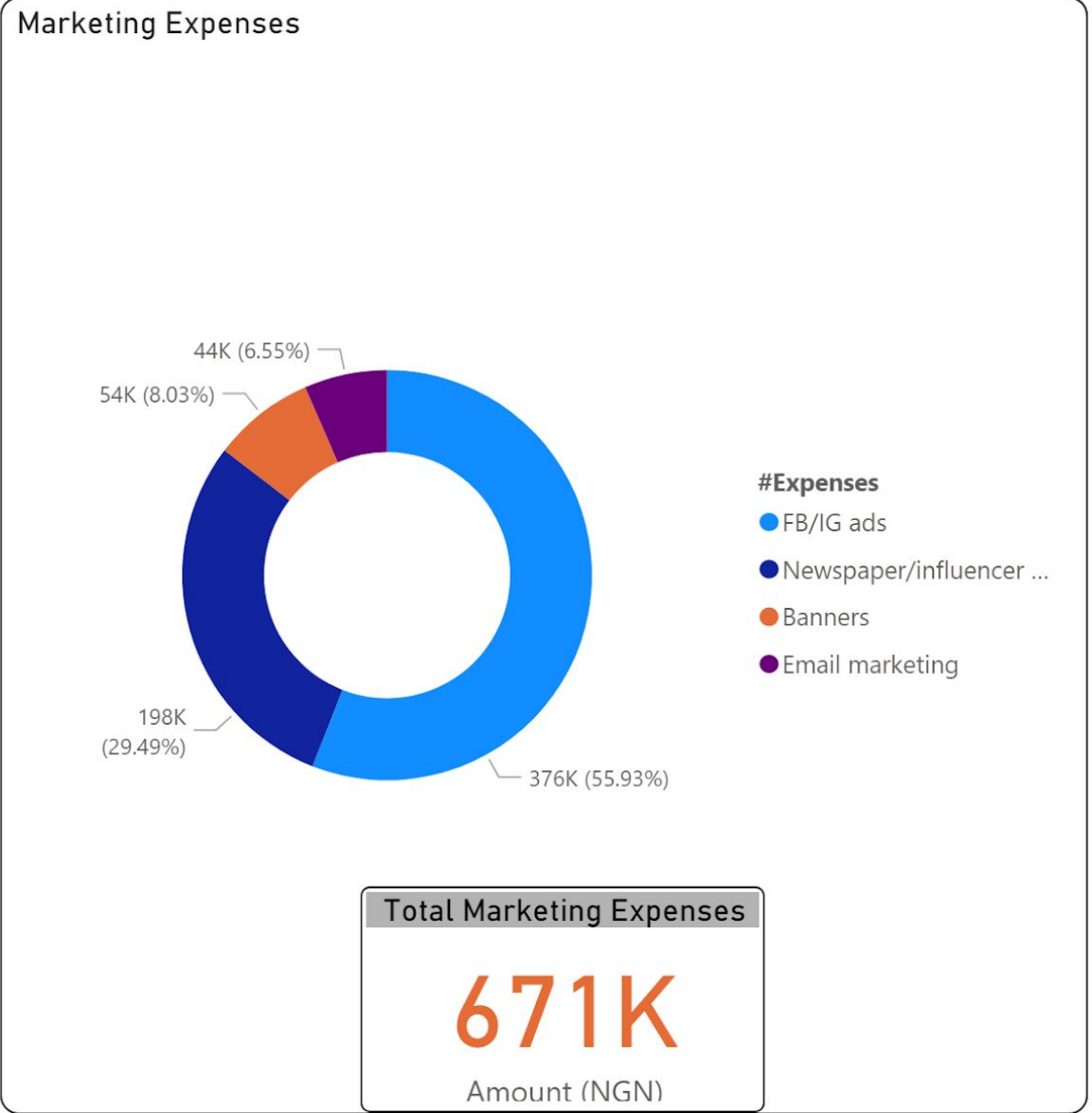


- First Time Participants**
- Yes
 - No

CONFERENCE EXPENSES



Total Expenses
1.2M
Amount (NGN)



Total Marketing Expenses
671K
Amount (NGN)

CONFERENCE EXPENSES BREAKDOWN

Newspaper /influencer publication	Fb ads	Proposals printing/dispatch	Radisson	Refreshment	Banner	Fuel	Streaming cost	Email marketing	Total
₦30,000	₦2,500	₦1,400	₦100,000	₦11,250	₦10,500	₦3,000.00	₦7,000	₦14,000	
₦18,000	₦80,000	₦14,000		₦6,000	₦16,200	₦3,000.00	₦12,000	₦30,000	
₦150,000	₦42,000	₦17,450		₦114,000	₦16,200		₦46,000		
	₦42,000	₦1,550			₦11,000		₦162,750		
	₦41,000	₦5,250							
	₦20,000								
	₦43,000								
	₦105,000								
₦198,000	₦375,500	₦39,650	₦100,000	₦131,250	₦53,900	₦6,000	₦227,750	₦44,000	₦1,176,050

IMPACT REPORT



700K

People Reached



14K

Registered Participants



53

Countries Represented



30

Speakers Engaged



17

Topic Delivered



8HRS

Impact Hours (Live)



300

Survey Forms Filled

Streaming Platforms

Hopin



Facebook



Impact Stories

The event was very engaging and very informative. Thank you for allowing us be taught by you. I pledge to pay the knowledge forward to make Africa the best Continent.

Participant from Kenya

I want to specially thank the convener and all the moderators. It was time well-invested for me. My eyes were practically opened as to there are so many opportunities for me and I can really do a lot. I can't wait to take my world and be set the change I have long desired. Again, thank you ITrainAfrica. I am so spreading the news

Participant from Nigeria

I have learned new things through that conference that will see me for the least of my life. As I was watching and listening new idea rose in my mind and it's only a positive outcome that has a potential to do so.

Participant from Zambia

Inference from data

- ❖ 75% of participants got their information from Facebook, which makes it the most viable way of reaching the audience.
- ❖ The I-Train Africa Facebook group is a viable tool to reach youths and impact them.
- ❖ About 50% of participants will prefer the event to be held over 2 days.
- ❖ About 50% of participants were from Nigeria.

Action steps

- Harness Facebook by creating and posting engaging content on the group.
- Always include Facebook as a marketing platform.
- Run more promotions to other African countries like Sierra Leone, Cameroon, Kenya, Zambia, and Liberia, which come next after Nigeria among participants' ratio.