



globalmentorshipconference.com

Report on Global Mentorship Conference 2023

GMC 2023

The Global Mentorship Conference (GMC) is an event dedicated to mentoring African youth, women, and professionals seeking clarity, direction, global networking opportunities, and career advancement. This conference is hosted by I-Train Africa, an EdTech platform with a focus on Sustainable Development Goals 4 and 8. I-Train Africa is committed to empowering individuals worldwide through mentorship, education, and community-building.

The Global Mentorship Conference 2023, tagged The Leading Women's Edition, aimed to tackle the issue of underrepresentation and limited career growth prospects for African professional women.

The conference was conducted both virtually (via Hopin, YouTube, and Facebook livestreams) and onsite (Lagos, Nigeria) on October 14, 2023. This GMC report provides an overview of attendance, registrations, marketing reach, as well as the revenue generated and expenses incurred in connection with GMC 2023.

What if I have questions?

Send us a message here: itrainafricafoundation@gmail.com



Our Goal

The overarching goal of the Global Mentorship Conference 2023 was to address the underrepresentation and limited career growth prospects for African professional women. With a theme centered around "The Leading Women's Edition," the conference aimed to provide a platform for mentorship, knowledge exchange, and empowerment, aligning with SDGs 5 and 8, which are Gender Equality and Decent Work and Economic Growth.

Objectives Achieved

The conference achieved the following objectives:

Addressing Underrepresentation: The diverse range of speakers and topics empowered women with the information and tools needed to break through barriers of higher level positions in the workplace.

Fostering Mentorship: GMC 2023 facilitated meaningful interactions and guidance, contributing to the development of a robust mentorship network.

Promoting Gender Equality: The conference actively promoted gender equality and inclusivity in the professional landscape.

Providing Educational Sessions: The educational sessions equipped women with practical tools to identify strengths, leverage unique attributes, and navigate their careers effectively.

Creating a Network: GMC 2023 successfully created a network of African professional women, extending beyond the conference.

Platform for Mentorship and Knowledge Exchange: The conference provided a robust platform for mentorship, networking, and knowledge exchange.



Participation:

The conference witnessed a remarkable global turnout, with participants from **54 countries** converging virtually and onsite in Lagos, Nigeria. A total of **23,300 individuals** engaged in the conference, reflecting a diverse and inclusive audience.

Streaming Platforms:

The virtual aspect of the conference leveraged multiple streaming platforms. The conference hosted on **Hopin** with **1,040 live participants**, streamed to **YouTube** which had **3,000+ viewers**, and **Facebook** which had **about 3,133 viewers**. This extensive online presence facilitated global access, ensuring the broad dissemination of valuable insights.

Topics and Speakers:

GMC 2023 featured **41 speakers** who delivered impactful sessions across **41 diverse topics**. The range of subjects included entrepreneurship, academia, technology, waste management, healthcare, cybersecurity, career and more. Noteworthy speakers such as Melody Fidel, Mona Itani, Kevin Sofen, and Tope Oshin contributed their expertise to enrich the conference content.



HOPIN ATTENDANCE OVERVIEW

1040 Attendees ⓘ

8.7 Attendees score ⓘ

2 h 19 min Avg. time spent ⓘ

75% Turnout ⓘ

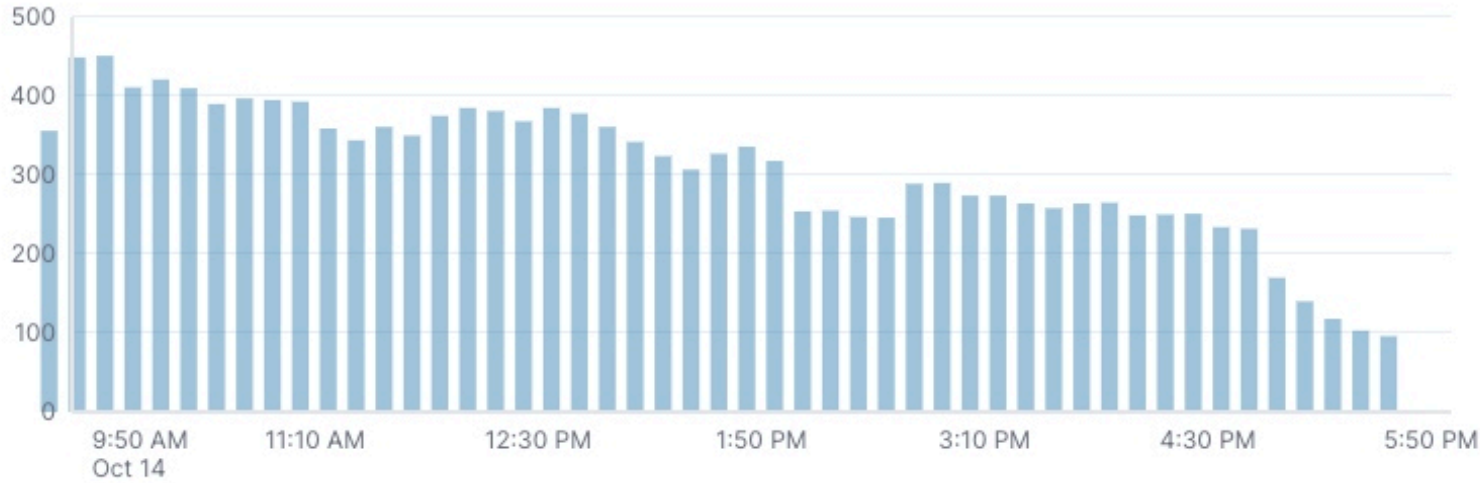
451 Peak attendance ⓘ

Peak live attendees

451

All times in GMT+1 time zone

All times



Peak live attendees

451

Registrants

1380

Top areas by chat messages

Stage	7,337 (80.96%)
Event chat	498 (5.49%)
BREAKOUT ROOM Tech{What Is A Tech Career}	127 (1.4%)
BREAKOUT ROOM MIDDLE CAREER {7-12} 3	87 (0.96%)
BREAKOUT ROOM EARLY CAREER {2-7} 2	87 (0.96%)
BREAKOUT ROOM EARLY CAREER {2-7} 1	85 (0.93%)

Top areas by attendees

Stage	663
Networking	502
BREAKOUT ROOM Professional{Safeguarding Your Creation}	176
BREAKOUT ROOM EARLY CAREER {2-7} 3	131
BREAKOUT ROOM EARLY CAREER {2-7} 1	115
BREAKOUT ROOM MIDDLE CAREER {7-12} 3	108



76
Expo booth visitors



24
Expo booth interactions

Chat messages by area

Stages	7,337 (85.67%)
Sessions	1,222 (14.26%)
Expo Booths	5 (0.05%)

Top expo booths by interaction

I-Train Africa	6
Women in Business Kenya	6
Potentiallife	4
Home Science Association Schools	2
Crendly	2





Top countries/regions by registrants

Other	724 (52.47%)
Nigeria	362 (26.23%)
Ghana	105 (7.61%)
Liberia	79 (5.72%)
Kenya	64 (4.64%)
Cameroon	46 (3.33%)

Most live attendees by minutes spent

- Latifah Lawal**
 Agribusiness Specialist
- FONUYU Anatue SURFUH**
 Attendee
- YT** Yvonne Praise Tusiime
 GEOSPATIAL DATA ANALYST
- Sifen Mekonnen G/M**
 Second year Software Engineering student
- Fatoumata Sossia Djire**
 professional

Top attendees by expo booth interaction

- Omolade Ajibode**
 ACCOUNTANT, FINANCIAL ADVISOR, FASHION DESIGNER, BUSINESS ENTREPRENEUR **6**
- OA** Oluwaseun Emily Akinbo
 chartered accountant, Data Analyst skilled with Power BI, SQL and 2 Scrum Fundamentals
- YT** Yvonne Praise Tusiime
 GEOSPATIAL DATA ANALYST **2**
- Bernardine Nkechinyere Ejiogu**
 Environmental advocate, Mentor and Digital Entrepreneurs **2**
- SB** Segomotso Bugalo
 Entrepreneur/ Student **2**

Facebook Stream Summary



Video Plays

3.1K



Comments

5K

Feedback from Participants:

The impact of the conference was evident in the overwhelmingly positive feedback received from participants. With over **1,000 positive responses**, attendees praised the depth and relevance of the sessions, emphasizing the practical applicability of the knowledge gained.

Network Building and Mentorship:

GMC 2023 facilitated meaningful interactions and guidance, contributing to the development of a robust network of African professional women. Beyond the conference, We have launched a 13-week Leadership Program for 1,000 women that will provide ongoing mentorship, collaboration, and support, aligning with the long-term objectives of GMC. This will give us an opportunity to further measure the impact of GMC in the careers and businesses of the participants.



" The conference was amazing. I learned a lot which I have already started implementing. Kudos to the organizers. "

Clement Mary Nwamaka from Nigeria

" This was an eye-opener for me. I am into entrepreneurship and I feel energised to be resilient. "

Fridah Keitany from Kenya

" What truly stood out was the meaningful networking opportunities and genuine connections with fellow attendees. I left feeling inspired and equipped with practical tools for mentorship. Highly recommend this transformative conference! "

Basheerah Makumba from Malawi

By the end of the conference, I was truly inspired to work hard and follow my dreams, as I type, I'm applying for scholarship opportunities, I want to see myself as a role model and an inspiration to young people who are coming after me in my community.

Gosaitse Nfila from Botswana

" Participating in the GMC has been truly exhilarating. It has transformed my perspective, unlocking fresh opportunities to propel my business and education forward and igniting a profound commitment to support Sustainable Development Goals 2 and 3. "

Atigah Christina Aniawe from Ghana

" I am a participant of the just ended GMC 2023 and it was very impactful. What I loved most were the rules that will build me to be the leader I want to be and to make impact. I also love that part that encouraged me to voice out all the time without keeping my opinions to myself. I will recommend all who want to make impact in our world to attend the GMC2024 and you won't regret it. "

Adutwumwaa Esther from Ghana



Advertising and Reach:

A strategic advertising campaign, costing **1.6 million naira**, proved effective in reaching a substantial audience. The online advertising on Facebook and Google alone reached approximately **1.9 million people**, contributing significantly to the conference's visibility.

GMC also received **media mentions by 12 platforms**, including Vanguard, The Nation, Technext among others.

Sponsorship and Partnerships:

The conference secured sponsorship funding from Access Bank, Crendly, She Behind the Wheels, and an individual donor. Partnerships with organizations such as UNLEASH, Potentiallife, Project Access, KIT, and Futurise further enhanced the event's impact and reach.

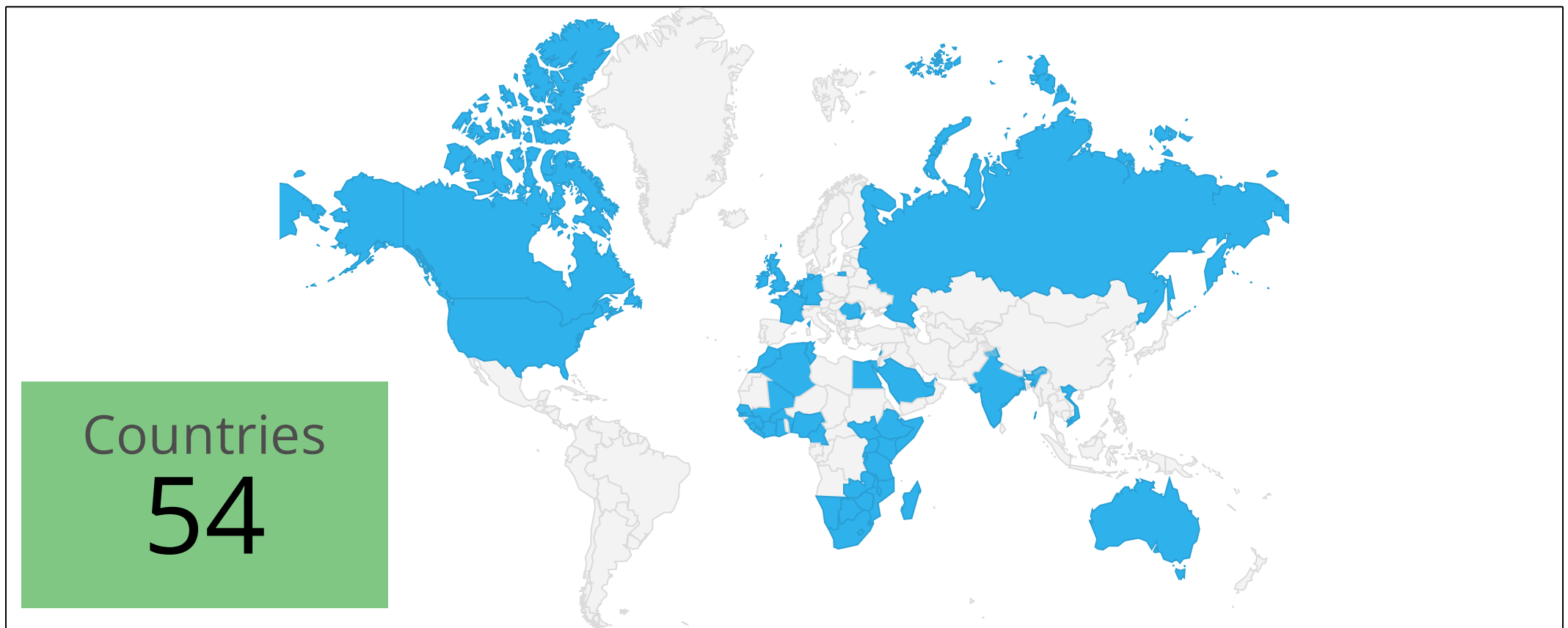
Revenue and Expenses:

The Global Mentorship Conference 2023 generated **675,000 naira** in revenue from sponsorships, including Access Bank, Crendly, She Behind the Wheels, and an individual donor. Total expenses amounted to **4.1 million naira**, with the highest expense categories being advertising, streaming costs, and press releases.

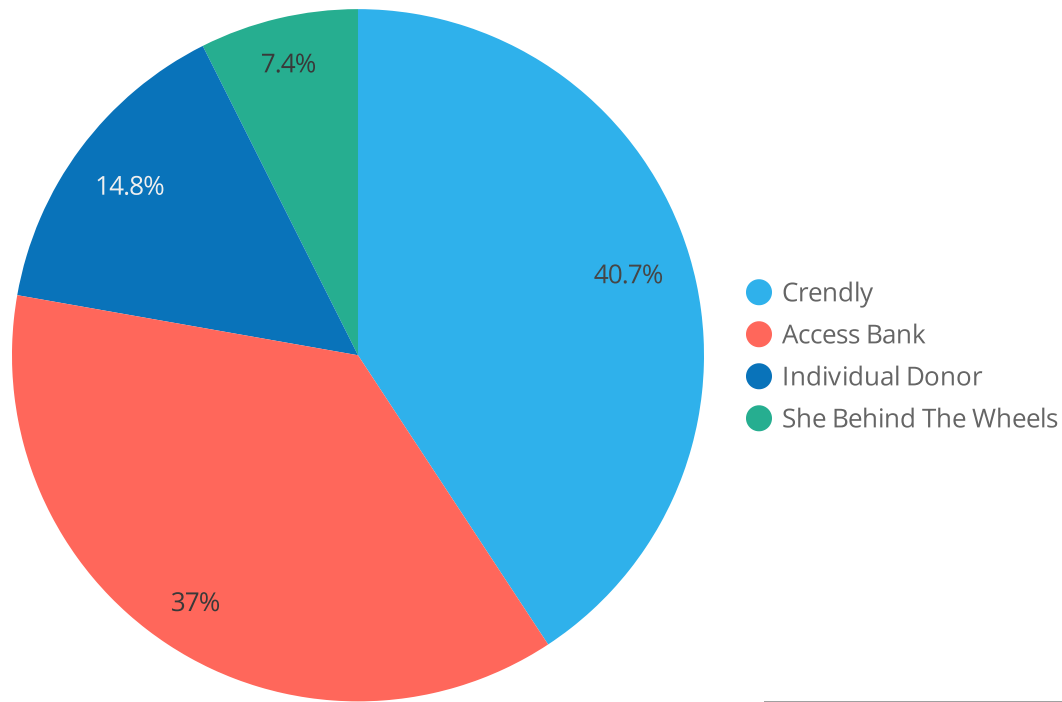
Total Ads Spend
¥1.60M

Ads Reach
1.9M

Registrations
23.3K



At-A-Glance

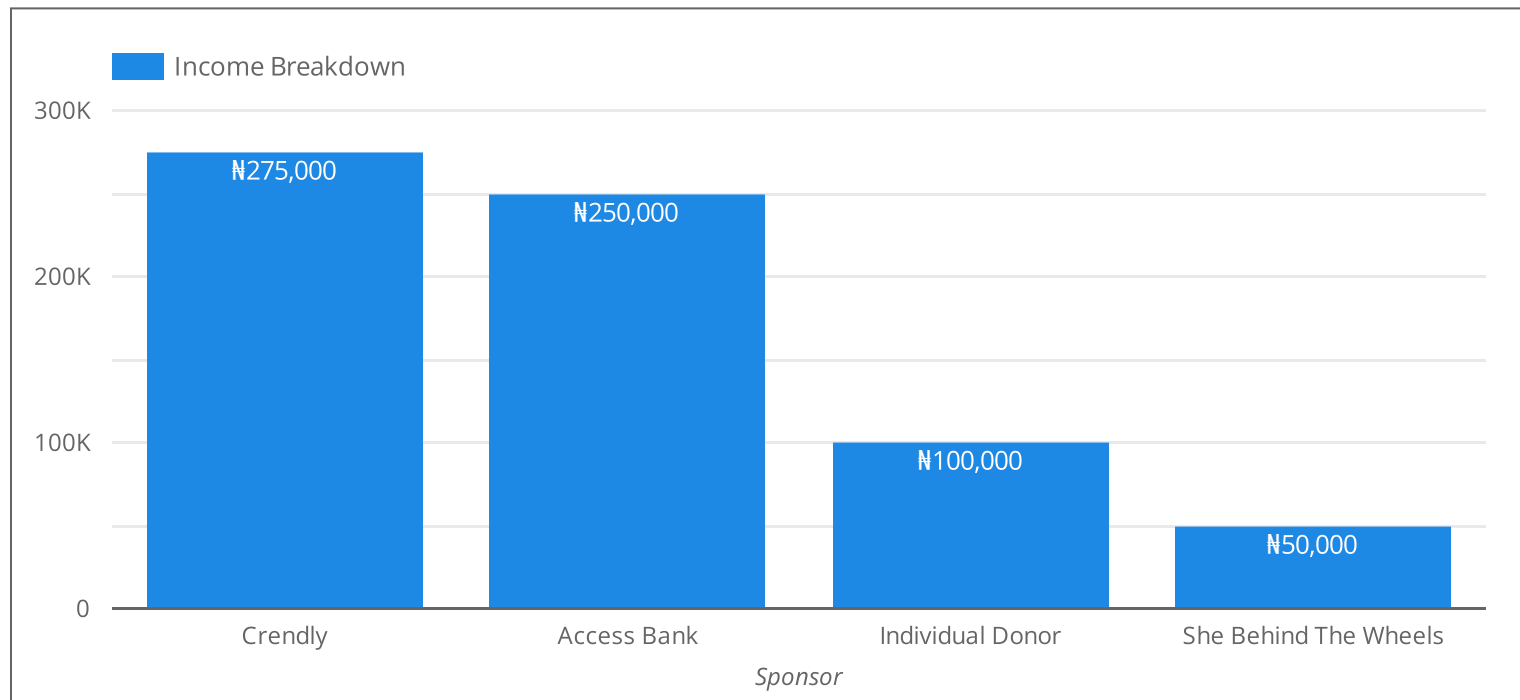


Total Income
₦675K

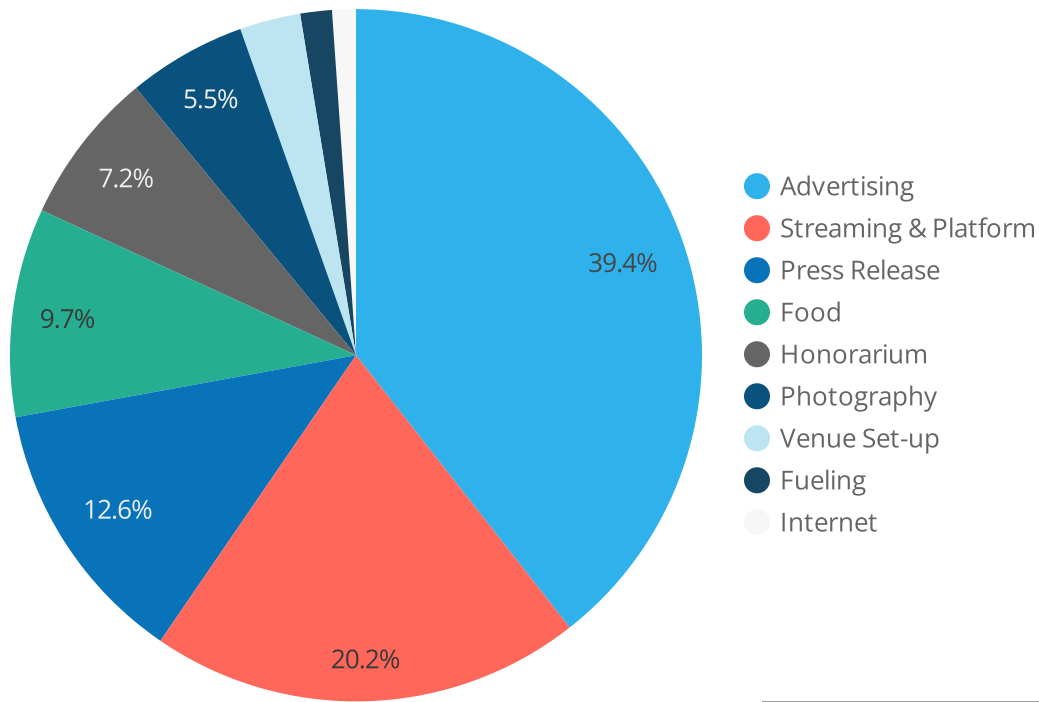


Income By Sponsors

Total income is broken into different amounts received from various sponsors for a closer look into income sources.



At-A-Glance

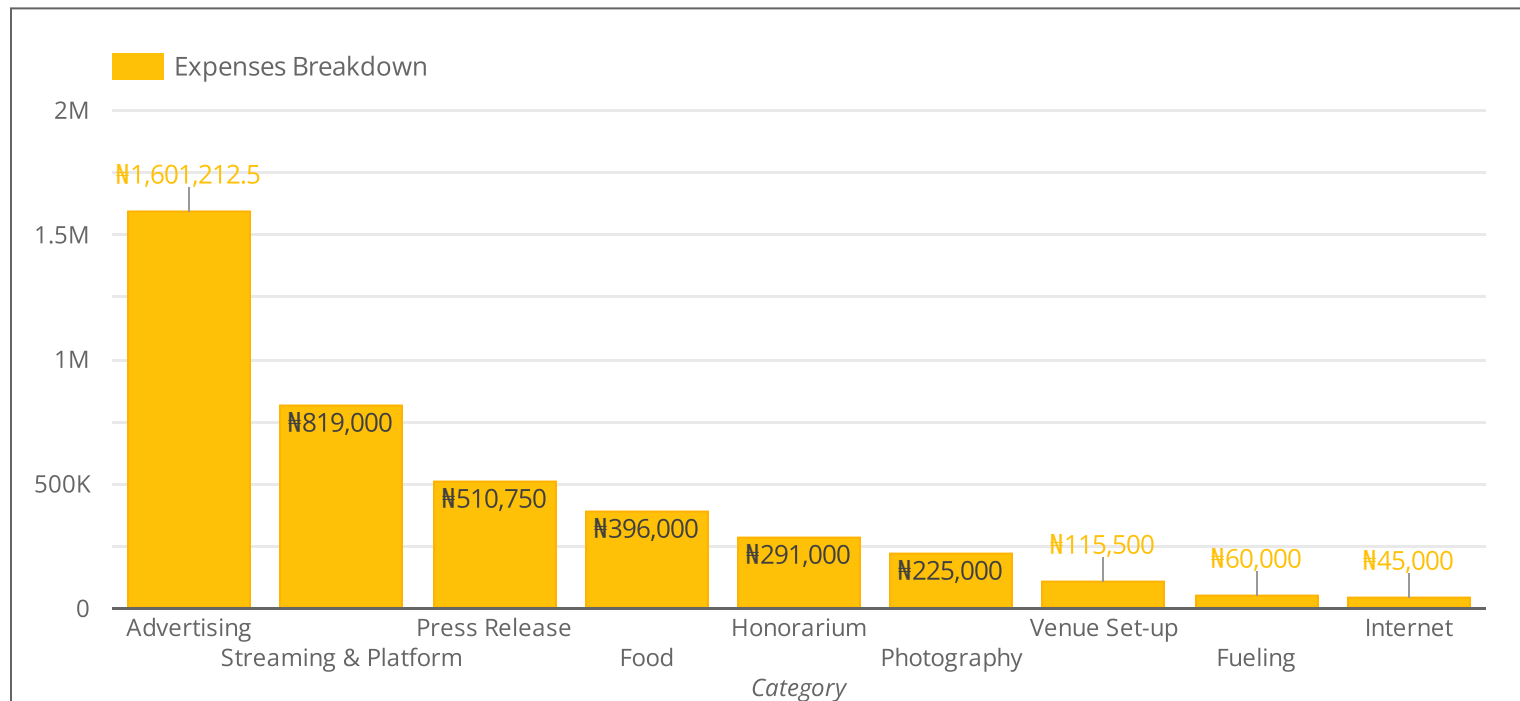


Total Expense
₦4.1M



Expense By Sub-Categories

Total expenses are broken into different categories for a closer look into where the money was spent.





Speakers

41



Participants

23.3K



Streams

7.5K



Feedback

1.1K



Topics

41



Panelists

25



Countries

54



Volunteers

62

Community Membership Strength



Facebook

19K



Telegram

11K

Recommendations for subsequent conferences.

Sustainability Strategies: Develop sustainable funding strategies to ensure the continued success of future conferences, exploring diverse revenue streams and partnerships.

Expanded Reach: Consider further expanding the reach of the conference through collaboration with additional media outlets, influencers, and organizations to amplify the impact.

Post-Conference Engagement: Implement post-conference engagement initiatives to maintain the momentum generated, including webinars, forums, and online communities for continued knowledge exchange and mentorship.



The Global Mentorship Conference 2023 emerged as a transformative event, achieving its goals of empowering and connecting African professional women. The positive impact, evidenced by participant feedback and network building, underscores the success of GMC in fulfilling its mission.

The upcoming phase of the GMC is a collaborative initiative with Potentiallife, aimed at training 2,000 women in leadership. Scheduled to commence on November 22, 2023, and conclude on February 28, 2024, this program represents a significant opportunity to make a lasting impact on participants, providing guidance and support to help them achieve their goals.

In conclusion, the Global Mentorship Conference 2023 not only met but exceeded expectations, setting a commendable standard for future editions and solidifying I-Train Africa position as a catalyst for positive change in the professional landscape.

