

SESSION 7

Knowing How You're Doing

Awareness Campaigns

Demo or Die!

Your Marketing Plan

Women and Telecenters

Module 7.1

Awareness Campaigns

Awareness Campaign Planner

Instructions

Primary Market

Presentation Storyboard

Presentation audiences

Sources of publicity

Advertising

Presentation Planner

Instructions

- Title slide
- Why a telecenter?
- What your telecenter offers
- What your telecenter offers (cont.)
- Benefits of the telecenter
- Contact information
 - And an offer to train a volunteer from the organization!

Module 7.2

Demo or Die!

Demonstration Planner

Instructions

- **Tools and target audiences**
 - **Digital camera**
 - Audience: Nurses from a local hospital
 - **E-mail**
 - Audience: Teachers from another school
 - **Internet**
 - Small business owners from the community

Module 7.3

Your Marketing Plan

Market Penetration Targets

Instructions for the Market Penetration worksheet

- **Primary, secondary & developing markets**
- **Review list of services**
 - Add and delete services as appropriate
- **Estimate market penetration**
 - **Years 1, 2, and 3**

*	Low impact
**	Moderate impact
***	High impact
****	Market saturation

Market Penetration Worksheet

Example

	Primary 1	Primary 2	Second. 1	Second. 2	Devel. 1	Devel. 2
SELF-SERVE	Teachers	Nurses	Doctors	NGOs	Farmers	Families
Word processing	***	***	*	**	*	*
Internet	**	**	*	*	*	*
E-mail	***	**	*	***	*	*
ASSISTED SERVICES						
Graphic design	*	*	*	**	*	*

Module 7.4

Women and Telecenters

On Women & Telecenters

“If finding a local champion is the most important element in supporting telecentre development, then selecting the right person as the first telecentre manager is the second most important decision that will be taken. And the chances are that that right person for the job will be a woman...”

The example of a local person who learns how to use computers in becoming a telecentre manager provides an unmistakable demonstration effect in the community. In the early going, as well, organizations and individuals in the community need to be recruited to visit and use the telecentre. Additionally, learning how to work with computers and communications technology has to be made simple and accessible. This takes tremendous skills of sociability, communications, empathy and other-directedness.

Simply put, this means that women are more likely to ask for help when they need it. Women in most cultures have also higher indices of sociability and empathy than men and in many societies they are also more likely to see the keyboard as their friend.”

If You Have a Lemon, Make Lemonade:

A Guide to the Start-up of African Multi-purpose Community Telecentre Pilot Projects,
by Richard Fuchs (Futureworks Inc.), International Development Research Centre,
Ottawa, Canada, 1997, p. 15.

Obstacles and Opportunities

Women in the Telecenter

- **List obstacles to women's involvement**
 - **Cultural, economic, infrastructural, etc.**

- **List opportunities to increase their involvement**
 - **Cultural organizations, economic incentives, creative solutions to infrastructural barriers, etc.**