



## ICT Forum for HR Professionals 19 – 21 August 2015

### THEME: ICT for Social-Economic Development

#### Forum Objectives:

This broad theme covers topical issues not only impacting on African economies but also the World in general.

Discussions on these topical issues therefore would be beneficial to delegates attending the forum by providing a deep understanding of the current trends.

#### Target Audience:

HR Professionals working in ICT Sector (such as Regulators, Telecoms, Broadcasters, ISPs and Government ICT Ministries).

#### Methodology:

The forum will be face-to-face interactions offered by slide presentation with projector followed by sharing of actual experiences and discussions by experts in the various topics.

#### Workshop Learning Outcomes:

HR Professionals will have opportunity to learn and share ideas on how well to contribute strategically to the growth of ICT Sector in their respective organizations and Countries.

#### Topics:

1. Digital Broadcasting Migration Implementation
2. Transforming the Telecoms Business using Big Data and Analytics
3. Broadband Strategy Development

How these technologies change the HR role

- Digital Terrestrial Television (DTT) will lead to a new industry, the Media Industry whose characteristics include content creators, new market entrants in the media business, and new business models.
- As for Big Data Analytics, we will now have devolved decision making, self service HR applications and harnessing the power of the smart phone to improve work productivity. We will see big data impact on smart devices & BYOD (Bring Your Own Device) at the work place.
- On the Broadband strategy, it will transform the workplace with high speed connectivity. We will be able to harness the speed that is unleashed and business-on-the-go models will take shape in modern organisations.

DATE: 19<sup>TH</sup> TO 21<sup>ST</sup>  
AUGUST 2015

VENUE: TBA

HARARE, ZIMBABWE



## Forum Contents/Topics:

### Overview

#### 1. DIGITAL BROADCASTING MIGRATION IMPLEMENTATION

Digital broadcasting uses frequency more efficiently and produces better quality video and audio than analogue broadcasting. The transition from analog to digital terrestrial broadcasting was agreed at the international level.

The main goals of the digital migration are to enhance choice, interactivity and quality of broadcasting for the benefits of citizens and to reap the social and economic benefits of spectrum efficiency (digital dividend).

##### Issues to be discussed

- Roles of Stakeholders
- Steps to be taken to smoothly migrate to Digital Broadcasting
- Creation of an Enabling Environment
- Digital Migration Policy and Strategy
- Licensing and Competition
- Spectrum Planning and Allocation
- Technical Standards
- Transmission Standards
- Set Top Box Specifications
- Content Development and Regulation
- Consumer Awareness and Participation
- Climate Change Issues
- Capacity Building
- Implementation Schedule

#### 2. TRANSFORMING THE TELECOMS BUSINESS USING BIG DATA AND ANALYTICS

Big data offers telecom business a real opportunity to gain a much more complete picture of their operations and their customers, and to further their innovation efforts. Big data demands of every industry a very different and unconventional approach to business development.

Telecommunications organizations that can incorporate these new strategies of learning consumer need into their organizational processes will gain a more competitive advantage than their counterparts who stick to the traditional methods of learning the market requirements.

#### Registration Fee:

**US\$750.00 per participant**

#### BANK DETAILS

Bank: Standard Chartered  
Westlands Branch  
P. O. Box 14438  
Nairobi, KENYA

Account No: 870 809 6935 200  
Currency: **US Dollar**  
Swift Code: **SCBLKENXXX**  
Account Name: AFRALTI

#### WORKSHOP CONTACTS:

##### AFRALTI:

Mr. J .Mwakijele/Ms G. Ngure

Email:  
[jmwakijele@afralti.org](mailto:jmwakijele@afralti.org)  
[gngure@afralti.org](mailto:gngure@afralti.org)

or  
[info@afralti.org](mailto:info@afralti.org),

Tel: +254 718 860 897  
+254 710 207 061  
+254 733 444 421

##### POTRAZ:

Ms. Norah Zaranyika

Tel: +263 712 871 341

Email:  
[zaranyika@potraz.gov.zw](mailto:zaranyika@potraz.gov.zw)



## Forum Contents/Topics:

### Registration Fee:

**US\$750.00 per participant**

### BANK DETAILS

Bank: Standard Chartered  
Westlands Branch  
P. O. Box 14438  
Nairobi, KENYA

Account No: 870 809 6935 200  
Currency: **US Dollar**  
Swift Code: **SCBLKENXXXX**  
Account Name: AFRALTI

### WORKSHOP CONTACTS:

#### AFRALTI:

Mr. J .Mwakijele/Ms G. Ngure

Email:  
[jmwakijele@afralti.org](mailto:jmwakijele@afralti.org)  
[gngure@afralti.org](mailto:gngure@afralti.org)

or  
[info@afralti.org](mailto:info@afralti.org),

Tel: +254 718 860 897  
+254 710 207 061  
+254 733 444 421

#### POTRAZ:

Ms. Norah Zaranyika

Tel: +263 712 871 341

Email:  
[zaranyika@potraz.gov.zw](mailto:zaranyika@potraz.gov.zw)

### Issues to be discussed

- How big data has been used or can be used to improve the human relation function in an organization.
- The challenges faced by telecommunications business in the implementation of big data
- A case study of sample telecommunication organization that has implemented big data and analytical techniques to improve their competitive edge.
- The security consideration that telecom operators should put in place to protect privacy of client information
- How the impact of big data in improvement of services such as mobile money

### 3. BROADBAND STRATEGY DEVELOPMENT

Over the course of the last few years several countries in the region have been developing Broadband strategies, with a view to increasing access to Internet and Communication technologies. This is being done with the hope that they will boost economic development in the respective countries as Africa tires to embrace ICTs.

#### Issues to be discussed

- What is a National Broadband strategy?
- Why is it relevant in developed and developing countries?
- What is the market trends regarding the supply and demand of broadband?
- How it structured and what its goals?
- How can policy makers and stake holders take advantage of these trends to implement deployment and adoption strategies to optimize the benefits from Broadband?



ICT Forum for HR Professionals  
19 – 21 August 2015  
**REGISTRATION FORM**

**Registration Fee:**

**US\$750.00 per participant**

**BANK DETAILS**

Bank: Standard Chartered  
Westlands Branch  
P. O. Box 14438  
Nairobi, KENYA

Account No: 870 809 6935 200  
Currency: **US Dollar**  
Swift Code: **SCBLKENXXX**  
Account Name: AFRALTI

**AFRALTI:**

Mr. J. Mwakijele/Ms G. Ngure

Email:  
[jmwakijele@afralti.org](mailto:jmwakijele@afralti.org)  
[gngure@afralti.org](mailto:gngure@afralti.org)

or  
[info@afralti.org](mailto:info@afralti.org),

Tel: +254 718 860 897  
+254 710 207 061  
+254 733 444 421

**POTRAZ:**

Ms. Norah Zaranyika

Tel: +263 712 871 341

Email:  
[zaranyika@potraz.gov.zw](mailto:zaranyika@potraz.gov.zw)

SURNAME/MAIN NAME: \_\_\_\_\_

OTHER NAME/S: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

CITY & COUNTRY: \_\_\_\_\_

TITLE/DESIGNATION: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

HOTEL BOOKING REQUIRE\*?  Yes/No: Type of Room: \_\_\_\_\_

Hotel Choice: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

*Email this page (only) to workshop contacts provided.*