

## Next Billion Conference Agenda

### Empowering African Language Professionals to Market, Sell, and Thrive

**Date:** From Monday 9<sup>th</sup> to Thursday 12<sup>th</sup> December

**Location:** Online (Zoom Platform)

<https://us06web.zoom.us/meeting/register/tZEucOCurz4sE9U1qKEiuD0g88pdV9lYHidf>

#### Day 1: Wednesday, 11 December 2024

**Theme:** Mastering Marketing Basics for Language Professionals

Start Time	Session	Facilitator	Duration
9:40am	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>○ Welcome Address by the Host</li> <li>○ Overview of the Next Billion Conference Goals</li> </ul>	Moderator	20 minutes
10:00am	<b>Presentation:</b> <i>Building a Thriving Business in Africa</i>	Leonel Ngankeu (BLM - IT, Logistic & Procurement Manager, Sahara Natural Resources)	1 hour
11:00am	<b>Training Session:</b> <i>Strategic Role of Executive Leadership in Corporate Growth</i>	Charles Vandyck, Head of Capacity Development at WACSI	1 hour 30 minutes
12:30pm	<b>Break</b>		
1:00pm	<b>Training Session:</b> <i>The Power of Visual Storytelling</i>	Fiifi Boateng (Comms. and Marketing, WACSI)	1 hour
2:00pm	<b>Presentation:</b> <i>Understanding Investors &amp; Potential for Language Service Companies</i>	Nicholas Clerk (Renew Capital)	1 hour 30 minutes
3:30pm	<b>Closing remarks</b>		

#### Day 2: Thursday, 12 December 2024

**Theme:** Closing Sales and Building Sustainable Business Models

9:40am	Welcome Back and Opening Remarks	Moderator	20 minutes
10:00am	<b>Training Session:</b> <i>Organisational branding and professional storytelling</i>	Chamrid Kapadonou	1 hour 30 minutes
11:30am	<b>Training Session:</b> <i>How to develop a learning culture</i>	Nancy Kankam Kusi Knowledge Management Officer, WACSI	1 hour 30 minutes
1:00pm	<b>Break</b>		30 minutes

1:30pm	<b>Fireside Chat:</b> <i>Representing God in the Workplace</i>	Martina Ackah	1 hour 30 minutes
3:00pm	<b>Presentation:</b> <i>Using LinkedIn for Sales</i>	Javier Diaz (Head of Community and Sales)	1 hour
4:00pm	<b>Conference Closing Remarks</b> <ul style="list-style-type: none"> <li>• Highlights of the Conference</li> <li>• Action Steps for Participants</li> </ul>	Managing Director of Kabod	20 minutes

