



GHANA  
DIGITAL &  
INNOVATION  
WEEK

## PROJECT REPORT

# EVENT MANAGEMENT OF THE GHANA DIGITAL & INNOVATION WEEK



OFFICIAL EVENT MANAGEMENT OF  
THE GHANA DIGITAL & INNOVATION WEEK 2024

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## EXECUTIVE SUMMARY

The Ghana Digital & Innovation Week (GDIW) 2024, held from 2<sup>nd</sup> – 4<sup>th</sup> October at the Accra International Conference Centre, was a remarkable event that brought together participants to explore the theme *Innovate Together: Collaborating for Digital Transformation and Impact*". The event attracted a diverse mix of professionals, entrepreneurs, policymakers, and innovators keen on exploring how digital tools and technologies can foster entrepreneurship, sustainability, and social impact in Ghana. With 4,520 in-person attendees and 453 virtual participants across three days, GDIW 2024 provided a rich platform for networking, knowledge-sharing, and collaboration.

Preceding the main event, the *"Road to GDIW 2024"* regional sessions, held in Tamale, Wa, Kumasi, Techiman, Koforidua, and Takoradi, helped build anticipation and engagement, setting the tone for the discussions at the main event. These sessions were instrumental in preparing regional participants and incorporating diverse perspectives into the larger conversation on digital transformation.

The event centered on several pivotal themes: digital innovation, entrepreneurship, stakeholder collaboration, and sustainability. GDIW 2024 saw the hashtag #GDIW24 trend on Twitter, amassing 1.6 million online mentions, over 101,000 user-generated content, and 1,071 interactions. Social media was critical in expanding the event's reach and facilitating real-time engagement with global audiences.

High-level speakers such as Franziska Jebens, Head of Development Cooperation, German Embassy; Patricia Obo-Nai, CEO, Telecel Ghana; Charles Abani, United Nations Resident Coordinator; Keith McMahon, Deputy High Commissioner, British High Commission and Dr. Patrick Nomo, Chief Director Ministry of Environment Science, Technology and Innovation addressed critical issues on ecosystem development, innovation, and digital tools for business growth. These contributions were well-received by attendees and reflected the event's broader goal of positioning Ghana as a leader in Africa's digital transformation journey.

The event garnered widespread media attention, with coverage from major outlets such as Joy News, Peace FM, B&FT, and News Ghana. These print and digital media platforms captured key moments of the event, particularly the opening and closing ceremonies. Additionally, media interviews with key speakers provided deeper insights into the future of Ghana's digital ecosystem. Notable stories highlighted digital transformation's role in advancing national development.

GDIW 2024 successfully showcased the potential of digital innovation to drive inclusive development in Ghana. The event fostered meaningful collaborations and emphasized sustainability as a key component of future innovation efforts. The event aims to build on its successes by improving virtual engagement tools, increasing media partnerships, and continuing to inspire conversations around digital growth. The positive feedback and high level of participation ensure that GDIW will remain a premier platform for driving digital change in Ghana.

## **1.0 INTRODUCTION**

Ghana's digital and innovation ecosystem has grown rapidly over the past decade, positioning the country as a key player in Africa's technological landscape. The government's focus on digital transformation is evident in its efforts to harness the power of technology for socio-economic development. Key initiatives such as the Digital Ghana Agenda aim to leverage Information and Communication Technologies (ICT) to drive innovation across sectors, including education, healthcare, agriculture, and finance.

As Ghana strides forward in its digital transformation journey, the need for platforms that foster dialogue, collaboration, and the sharing of innovative ideas becomes increasingly crucial. The Ghana Digital & Innovation Week (GDIW) is a pivotal event that unites government, industry, academia, and civil society stakeholders to collectively shape the country's digital landscape's future.

The Ghana Digital & Innovation Week (GDIW) responds to the rapid pace of technological change and the challenges it brings. It serves as a platform for Ghana to continuously evaluate its progress, address infrastructure, skills development, and policy gaps, and identify new growth opportunities. GDIW is not just about addressing these challenges but also about celebrating our achievements, creating awareness of emerging technologies, and facilitating the formation of strategic partnerships crucial for sustained innovation.

GDIW encourages the development of homegrown solutions to local problems, leveraging technology to improve service delivery, drive entrepreneurship, and, most importantly, promote inclusivity. By showcasing Ghanaian innovators and helping them connect with potential investors and global markets, GDIW ensures that everyone can contribute to and benefit from digital transformation regardless of background. As digitalization continues to reshape economies and societies, events like GDIW are instrumental in ensuring that Ghana remains competitive and harnesses the full potential of innovation to drive inclusive and sustainable development.

### **1.1 Background**

The Ghana Digital & Innovation Week (GDIW) is a nationwide showcase of milestones in the country's digital innovation ecosystem. It's a community-driven initiative that sparks conversations that lead to action, follow-up, and collaboration.

The three-day series of events is intended to attract high-profile conferences and be graced by ministers of state, diplomats, tech enthusiasts, and business leaders. This event is set to transform the digital innovation ecosystem across Ghana.

The GDIW 2024 collaborates with ecosystem players who want to publicize the event in their channels and encourage maximum participation. It allows various actors to learn, share ideas and impacts, innovate together, and create networks to enhance and propel the growth and development of the country's digital innovation sector.

The goal of GDIW 2024 is to organize a strong collaborative action plan that is committed to launching new initiatives, sharing information on impacts, and building the ecosystem's capacity through panel discussions that inspire and enable networks and connections to achieve a common agenda in building an ecosystem for the digital transformation of all.

## **1.2 Host Consortium**

The 2024 GDIW was engineered by the host Consortium, who worked together to ensure a successful event. They include;

### *1.4.1 Impact Investing Ghana (IIGh)*

IIGh led the fundraising, major contracts, and project management of the GDIW event, including partnering with GIZ and Mashav to attract the trilateral partner and supporting the dialogue process. Impact Investing Ghana is an independent, private-sector-led initiative that promotes sustainable development and advances the impact investment ecosystem in Ghana. As the Ghana National Partner for the Global Steering Group for Impact Investment (GSG), IIGh works to transform financial systems so that every investment, business, and government spending decision considers impact alongside risk and return.

### *1.4.2 National Entrepreneurship and Innovation Programme (NEIP)*

NEIP engaged government entities, agencies, regulators, and bilateral partners. It coordinated special projects that emanated from GDIW and ensured national collaborative action to drive forward key goals. The Government of Ghana's flagship policy initiative is the National Entrepreneurship and Innovation Programme (NEIP). Its primary objective is to provide integrated national support for start-ups and small businesses. NEIP offers business development services, startup incubators, and funding to help young companies grow and succeed. Key initiatives under NEIP include the Presidential Business Support Programme, Presidential Pitch, Greenhouse Initiative, and Student Entrepreneurship Initiative.

### *1.4.3 Ghana Hub Network (GHN)*

The Ghana Hub Network led content development for all regional engagements and regional events across the country. It took the lead in mobilizing stakeholders across the country, with events happening even at the district level, where local nuances can inform the growth of local ecosystems. The Ghana Hubs Network is a collaborative network of over sixty innovation hubs across Ghana. It aims to support and promote the development of the entrepreneurial ecosystem by providing access to critical resources such as training, funding, and networking opportunities. GHN's members include tech, business, and creative hubs that offer various services, such as skills development, mentoring, investment, and general start-up support.

## **1.3 Event Organizer**

### *1.3.1 MGA Consulting Ghana Limited*

MGA Consulting Ghana Limited is the principal organizer of the Ghana Digital & Innovation Week (GDIW) 2024. It is a fast-growing Management Consultancy and Capacity-Building firm

that services businesses and organizations in and outside Ghana. MGA Consulting also offers expertise in various areas, including business development, entrepreneurial support, sales and marketing, digital transformation, customer service, finance, and human resource management.

Renowned for its event management and consultancy expertise, MGA Consulting has a proven track record of delivering high-impact conferences and events across various sectors in Ghana. The company is dedicated to fostering innovation and driving economic growth through strategic initiatives that connect key stakeholders and facilitate knowledge sharing. With extensive experience organizing large-scale events, MGA Consulting Ghana Limited brings a wealth of knowledge and professional expertise to the planning and execution of GDIW 2024.

## 1.4 Event Overview

### 1.4.1 Objective

The objectives of the Ghana Digital & Innovation Week 2024 are listed below.

- a. Identify a common national vision that drives Ghana's digital innovation agenda, generates wide interest, and prompts concrete action.
- b. Celebrate and showcase the initiatives and accomplishments of Ghana's digital innovation ecosystem players.
- c. Mobilize diverse digital innovation ecosystem stakeholders towards more collaborative and inclusive ecosystem development.
- d. Stimulate a mindset shift among Ghana's citizens and encourage them to become the main drivers of innovation.

### 1.4.2 Theme

The theme for the Ghana Digital & Innovation Week 2024 was *"Innovate Together: Collaborating for Digital Transformation and Impact"*. This emphasized the power of collaboration in driving innovation across sectors.

### 1.4.3 Timeline

The project was scheduled to run from June to October 2024.

### 1.4.4 Date and Location

The Ghana Digital & Innovation Week 2024 commenced in six (6) regions, including the Northern, Upper West, Ashanti, Bono East, Eastern, and Western regions of Ghana from the 3<sup>rd</sup> to 19<sup>th</sup> September 2024. The national event was held in the Greater Accra region from the 2<sup>nd</sup> to the 4<sup>th</sup> of October 2024 at the Accra International Conference Centre.

## 2.0 STAKEHOLDER ENGAGEMENT



## **2.1 Stakeholder Meetings**

A kick-off meeting was organized to formally introduce the event to the consultant and stakeholders of the GIZ. The engagement involved the discussion of the handing over of the GDIW 2023 to a host consortium. This necessitated the setting up of a steering committee to be at the helm of affairs for the event, which included the following:

- a. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- b. National Entrepreneurship and Innovation Program (NEIP)
- c. Ghana Hubs Network (GHN)
- d. Impact Investing Ghana (IIGh)
- e. MGA Consulting Ghana Limited

The meeting's objective was to ensure a clear understanding of all stakeholders' expectations and that all stakeholders and the consortium were on the same page regarding the event's scope, goals, budget, timeline, and general understanding of all deliverables. The meeting was geared towards setting the stage for a successful GDIW 2024. This involved strategic plans for the event and the schedule for meetings leading to the launch and main event in October.

MGA Consulting periodically engaged the steering committee in meetings to review the progress of the event preparations, identify all forms of deviation from the event plan, and make course corrections where necessary. The meetings' agenda comprised of

- a. Budget for GDIW 2024
- b. Launch of GDIW 2024
- c. Regional Activities
- d. Planning for Main Event

## **2.2 Planning Committee Meetings**

MGA Consulting formed multiple Planning Committees that engaged in a series of meetings (both virtual and physical) and activities to ensure all the necessary details were well-coordinated for a smooth event. The committees took on various tasks that contributed to the event's success. The committees include;

- a. Finance Committee
- b. Logistics Committee
- c. Communications and Marketing Committee
- d. Content Development Committee
- e. Catering Committee
- f. Ushering Committee
- g. Creatives Committee
- h. Information Technology Committee
- i. Protocol Committee

## **3.0 PLANNING AND EXECUTION**

### 3.1 Event Design and Documentation

The collaborative effort among committees was essential in creating a cohesive and organized approach to event planning.

#### 3.1.1 Master Plan Development

The committees collectively designed a comprehensive master plan for executing GDIW 2024. This master plan served as a blueprint for all activities and ensured alignment with the event. Key components of the master plan included a detailed schedule that mapped out key milestones from the initial planning stages to the final execution of the event.

#### 3.1.2 Individual Committee Plans

In addition to the master plan, each committee developed plans that detailed the specific tasks and responsibilities required to achieve the overall objectives of GDIW 2024. These plans were tailored to each committee's unique focus, including pre-activity, event, and post-event activities.

#### 3.1.3 Communication and Marketing Plan

The Communication and Marketing Plan for Ghana Digital & Innovation Week (GDIW) 2024 was developed to ensure that the event effectively reached its target audience and generated excitement and engagement among participants. The plan aimed to promote the event's objectives, highlight key speakers and showcase innovative solutions presented during the week. Key Components of the plan included target audience, messaging and branding, marketing channels (social media, email marketing, press releases, and SMS), and content plan.

#### 3.1.4 Sponsorship Proposal Design

The sponsorship proposal for GDIW 2024 was designed to attract partners and investors who would support the event financially and through in-kind contributions. The goal of the proposal was to demonstrate the value of aligning with GDIW, highlighting the opportunities for sponsors to enhance their visibility, engage with key stakeholders, and contribute to Ghana's digital transformation agenda. Key Components of the Sponsorship Proposal include

- a. Sponsorship Benefits (Brand Visibility, Exclusive Speaking Opportunities, Exhibition Spaces, Networking Access, and Media Exposure)
- b. Sponsorship categories (Titanium, Platinum, Diamond, Gold, Silver, and Bronze)
- c. Target Audience
- d. Call to Action

#### 3.1.5 Session Host Briefing Sheet

The Session Hosts Briefing document was designed to ensure hosts and moderators were well-prepared, aligned with the event's goals, and equipped to facilitate engaging and smooth sessions. This briefing outlined the key responsibilities, event flow, and guidelines for hosts to follow. It included session details, host responsibilities, technology and tools, emergency protocols, and contact information.

### *3.1.6 Exhibitors Briefing Sheet*

The Exhibitors Briefing document was crafted to ensure that exhibitors understood their roles, responsibilities, and overall expectations for participating in GDIW 2024. It outlined logistical details, branding guidelines, space and layout, and exhibitor responsibility.

### *3.1.7 Program Outlines*

A detailed program outline was developed for the key segments, including the grand opening ceremony, recap sessions, and the closing ceremony. The Grand Opening Ceremony was designed to set the tone for the week, featuring welcoming addresses from dignitaries and keynote speeches from industry leaders. Following this, Recap Sessions were planned at the end of each day to summarize the key takeaways, highlight impactful discussions, and provide a platform for reflection on the day's events, ensuring that attendees could grasp the progress made and anticipate upcoming sessions. The Closing Ceremony was structured to bring the event to a celebratory conclusion, with closing remarks from key stakeholders, recognition of outstanding contributions, and a forward-looking speech that encapsulated the week's impact.

## **3.2 Logistics**

### *3.2.1 Invitations and Transport Logistics*

The team undertook the following to ensure student participation from various educational institutions.

- a. Official invitation letters were sent to 30 universities and 20 high schools through the Ghana Education Service (GES).
- b. Three buses were reserved to transport students from their respective campuses daily to the event venue, with a drop-off service provided each day after the event.
- c. Coordinated with school administrators to ensure smooth student communication and transportation scheduling for the students.

### *3.2.2 Branding and Design Setup*

To ensure a positive and comfortable experience for all attending students, a well-organized package was put in place:

- a. Breakfast and lunch were provided for all students attending the event as part of the arrangements for the invited schools.
- b. Meals were delivered promptly each day and in quantities sufficient to accommodate the number of students in attendance.

### *3.2.3 Branding and Design Setup*

For the branding and design setup of Ghana Digital & Innovation Week, key steps were taken to ensure the event's visual elements were well-executed:

- a. Designs for telescopic flags, banners, t-shirts, podium designs, backdrops, and lounge area decorations were finalized, with follow-ups to ensure timely completion.
- b. Coordination with vendors was successfully managed to oversee the printing and setup of all branding materials, including banners, posters, and digital screens.

### 3.2.4 *Audio and Video Equipment Setup*

For the AV equipment setup, the following measures were taken to ensure a smooth and high-quality audiovisual experience:

- a. The audio and video (AV) requirements were identified and set for breakout rooms, the foyer, and the main hall, with microphones, speakers, projectors, and screens in all relevant areas.
- b. All AV equipment was tested before the event to ensure full functionality, and no major issues were encountered during the testing phase.

### 3.2.5 *Venue Preparation*

The following tasks were completed to ensure the venue was ready for the event:

- a. Setup areas for signage and exhibition booths were registered and allocated accordingly.
- b. Seating and stage arrangements were executed according to the event layout plan to ensure smooth flow and visibility.
- c. The lounge area was set up and fitted with the required branding elements, creating a comfortable and visually cohesive space for attendees.

### 3.2.6 *Logistics Coordination*

- a. Transport was arranged for all necessary logistics, ensuring the timely delivery of items such as chairs, sofa sets, water jars, chillers, toolkits, and souvenirs.
- b. All items were received and inspected before setup, with final checks completed to ensure everything was in proper condition and ready for use.

## 3.3 *Exhibitions*

### 3.3.1 *Call for Exhibitors*

Event flyers, emails, and social media posts were periodically shared to invite individuals and institutions with innovative products and services to register and exhibit their offerings at the event. Following its early bird registration call, the GDIW 2024 received interest from various institutions. In total, forty-seven (47) exhibitors participated.

### 3.3.2 *Payments and Artwork Collection*

The process of managing payments and artwork collection for exhibitors followed a structured timeline to ensure the smooth setup of exhibition booths:

- a. The contacts for early bird and standard exhibitors were shared, excluding sponsor contacts.
- b. Calls for early bird payments began on September 9, 2024, and by September 13, the required artwork dimensions were sent to exhibitors who had completed their payments.
- c. Similarly, calls for payments from standard exhibitors started on September 16, 2024, after which artwork dimensions were shared with those who made payments.
- d. Several artworks for the exhibition booths were submitted, though some required resizing and corrections before final approval.
- e. The absence of sponsor contact details made collecting artwork needed for branding the sponsor booths challenging, which delayed the setup process for those areas.



### 3.3.3 Exhibitors Briefing

To ensure that all exhibitors were adequately prepared for the GDIW, an exhibitors' briefing was arranged:

- The team scheduled an online exhibitor debriefing for 27th September 2024 at 1:00 PM.
- During the meeting, all materials to be provided to the exhibitors were discussed, and feedback was solicited from the exhibitors to address any concerns or suggestions.
- The exhibitors were presented with an outline of the event program, ensuring they were informed of the schedule and activities planned for the event.
- Included on-site visitation to the AICC to help exhibitors identify where their respective booths and get familiarized with the floor plan of the conference

### 3.3.4 Floor Plan and Allocations

The management of the floor plan and exhibitor allocations was as follows.

- The floor plan was shared, and the final allocations and numbering were received on Monday, September 30th, 2024. Subsequently, the final list of participating companies was sent out on October 1st, 2024.
- Some company names were not included in the final list, leading to the lack of provisions for these exhibitors.
- Companies such as Fidelity Bank, RISA, and Candid Conversations Enterprise did not attend the event; as a result, their allocated booths were reassigned to new exhibitors and those who had not been added to the final list.

### 3.3.5 Exhibition booths Setup

The setup of exhibition booths was carried out to ensure readiness for the event:

- On 30th September 2024, eleven artworks were sent to the AICC for printing.
- A GDIW generic artwork was also designed for 30 exhibitors who did not submit their designs.
- Additionally, six more artworks were sent for printing on the morning of 1st October 2024.
- The booth setup commenced on 1st October 2024, with all installations completed by the event day, 2nd October 2024.
- During the setup, some exhibitors requested different tables due to heavier exhibition materials; many sought two or more additional tables beyond what was initially provided for each booth.
- Throughout the setup process, constant check-ins with exhibitors were conducted to ensure everything ran smoothly and promptly addressed any emerging issues.

The GDIW featured twenty (47) exhibitors from different industries who showcased their products and services. Exhibitors showcased the latest technology, including software applications, hardware solutions, artificial intelligence, blockchain, Internet of Things (IoT) innovations. The purpose of the exhibition was to serve as a dynamic showcase of the latest in tech and foster an atmosphere of excitement, learning, collaboration, and networking. Below is the list of exhibitors.

S/N	Exhibitors	S/N	Exhibitors
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1.	Venture Capital Trust Fund	25.	HoPin Academy
2.	STEMAIDE Africa	26.	She Hub
3.	Ashesi University	27.	Duapa Workspace
4.	Young Africa Innovates	28.	Jokoem Innovation Hub
5.	AgriCo Hub	29.	Yom Trace
6.	MEST	30.	Telecel
7.	Oracle Academy	31.	DrDoGood
8.	Ladder	32.	Infinity Principle Technologies
9.	Blossom Academy	33.	Mentor Day
10.	Rivia Clinics	34.	Fidelity Bank Ghana
11.	Built Financial Technologies	35.	Adroit Bureau Ltd
12.	Candid Conversations Enterprise	36.	TECHAiDE
13.	IoT Network Hub - Africa	37.	Africa Startup Ecosystem Builders Summit & Awards (ASEB)
14.	Hapa Space LBG	38.	<a href="https://www.zoho.com">Zoho.com</a>
15.	Research and Innovation Systems for Africa (RISA)	39.	GIZ Projects
16.	Mingoblox	40.	GIZ DTC
17.	AT Business	41.	Snocode
18.	Fidelity Bank Ghana	42.	Ghana Digital Centres Ltd
19.	Ayisatu Owen Schools	43.	ShaQ Express
20.	Inovtech STEM Center	44.	DRIVEEV GH
21.	Kwori	45.	Solar Taxi
22.	United Nations Capital Development Fund	46.	CSIR- STEPRI
23.	Fxkudi Company Limited	47.	Generation
24.	Noni Hub		

Table 1 List of Exhibitors

### 3.4 Ushering and Support Service

To ensure a well-coordinated ushering process, several key activities were undertaken. First, an orientation was prepared for all ushers, providing them with training on event logistics, attendee assistance, and emergency protocols. Next, registration materials and supplies, including name tags with QR codes having the program outlines, breakout sessions, and brochures, were prepared to streamline the check-in process. Clear communication channels were established between the registration staff and ushers to guarantee smooth coordination throughout the event. Lastly, ushers were equipped to handle attendee inquiries, ensuring they were well-prepared to assist participants with directions and information.

#### 3.4.1 Ushers

Ten ushers were assigned to assist attendees, manage the registration process, provide directions, and ensure smooth navigation throughout the venue. An orientation was prepared for all ushers, equipping them with the necessary knowledge of event schedules and attendee assistance protocols. Registration materials and supplies, including name tags and program outlines/brochures, were organized in advance to streamline the check-in process.

### 3.4.2 Cleaning Services

A ten-person cleaning team was on duty to maintain cleanliness throughout the venue, ensuring that all event spaces, including exhibition booths, common areas, and restrooms, were kept clean and orderly throughout the event.

### 3.4.3 Security

Ten Security personnel were stationed at strategic points across the venue to ensure the safety and security of participants, manage crowd control, and monitor entry and exit points. The security personnel monitored all venue areas, ensuring a secure environment for attendees. Any security incidents were promptly addressed and reported to internal supervisors for swift action. Security teams worked closely with ushers and internal supervisors to manage crowd flow, ensuring a smooth and organized event. Regular updates were provided to internal supervisors regarding the security status and any issues encountered throughout the event.

### 3.4.4 Ambulance Services:

An ambulance and four officers were on standby to provide immediate medical attention in case of emergencies, ensuring the health and safety of all attendees.

### 3.4.5 Supervisors

Five Supervisors were assigned to oversee the operations of each of these teams, ensuring that all services were performed efficiently and in line with the event's schedule and standards.

## 3.4 Artwork and Branding



*Official Launch Design*



*Call for Session Hosts*



*Call for Exhibitors*





Call for Participation Design



Radio Engagement Design



X-Space Flyer



Call for Food Vendors Design



TV Engagement Design



Countdown Flyer



Call for Research Papers Design



Guest Speaker Design



Session Host Flyer





GDIW TV Backdrop



Partners Backdrop



Session Rooms Backdrop



Telescopic Design



Pullup Banner Design



Billboard Design



Front

Back

Conference Tag Design

### 3.6 Communications

Strategies were designed to effectively promote the event, engage participants, and ensure widespread visibility across various platforms.

### 3.6.1 Social Media Engagement

The social media campaign launched played a vital role in engaging participants before, during, and after the event. The initial posts focused on the event's launch and later “Road to GDIW,” highlighting the journey from Tamale, where it began, through Takoradi, and culminating in Accra.

In the weeks leading up to Ghana Digital & Innovation Week (GDIW) 2024, the social media team created anticipation through 36 engaging posts that provided essential information to potential participants. These posts included

- a. Event announcement flyers
- b. Interesting fact flyers
- c. Road to GDIW updates
- d. Countdown posts to build excitement
- e. Introductions of keynote speakers
- f. Details about session topics and hosts.

During the pre-event phase of Ghana Digital & Innovation Week (GDIW) 2024, the social media team implemented a key strategy that significantly boosted the event's reach. This involved a dedicated team sharing the event flyer at 30-minute intervals, which allowed social media algorithms to recognize the content as both relevant and timely. This consistent posting strategy increased visibility, prompting higher user engagement and broadening the event's audience, ultimately enhancing overall participation and interest.

Our live coverage featured 26 posts, keeping attendees informed and engaged throughout the event. The highlights included key takeaways from the opening ceremony, live updates from ongoing sessions, and exclusive behind-the-scenes moments. This real-time engagement helped participants stay connected.

A "Thank you" flyer was posted, thanking all attendees for making the event successful. Several participant posts were reposted using the hashtags #GDIW and #GDIW24 to further amplify the event's impact, foster a sense of community, and celebrate the collective contributions to the event's success.

Here is a breakdown of our social media campaign activities from the launch of GDIW 24 to the main event:

Social Media Platforms	Pre-Event	During the Event	Post-Event
GDIW (FB, X, IG, In)	62	26	7
MGA Consulting (FB, X, IG, In)	36	26	1
<b>Total</b>	<b>98</b>	<b>52</b>	<b>8</b>

Table 2 Social Media During Event Period

### 3.6.2 Visit to Media Houses

As part of efforts to increase publicity for GDIW 2024, the team visited some key media houses for a one-on-one interview about the event. These media houses include Joy News, Joy FM, Citi

FM, and Channel One TV. The interview was a 10-minute on all media houses with specific questionnaires designed to promote GDIW 2024.

**a. Citi FM**

Bernard Avle represented the radio interview, which took place at 10 a.m. on Thursday, September 9th, 2024. Doreen Aglago-Cofie, Technical Advisor GIZ, and Kofi Dawson, Project Manager GDIW, described the interview. The interview was on time.

**b. Joy FM**

Winston Amoah also hosted this interview on the ‘Super Morning Show’ on Friday, September 20th, 2024. David Ofori, Director of Innovation NEIP, and Emmanuel Mumuni, Component Manager, GIZ, represented the GDIW team. This was interactive.

**c. Joy News**

The interview was held on Thursday, September 26th, 2024, at 9:30 a.m. on the ‘Am Show’ hosted by Sweetie Abochie. Technical Advisor at GIZ Doreen Aglago-Cofie and Director of Innovation NEIP David Ofori were present for the interview. Though the team had a successful interview, the show's producer did not follow the schedule, causing representatives to wait almost two hours before the interview.

**d. Channel One TV**

This was the last media interview before GDIW 2024. The interview started at 8:20 a.m. on the ‘Breakfast Daily Show’. David Ofori, Director of Innovation NEIP, and Kofi Dawson, Project Manager GDIW, represented the GDIW team.







Snapshots of the GDIW Team at Media Houses

### 3.7 Catering

The catering team planned and coordinated meals for all participants throughout the event. Below is a detailed breakdown of food vendors, drinks, and logistics:

#### 3.7.1 Call for Food Vendors

Before GDIW, a formal call for food vendors was issued to ensure a diverse and high-quality selection of meals for participants. The call invited vendors to show interest and detail their offerings, hygiene standards, and capacity to serve large groups. Meals were provided for lunch, and snacks with options available.

Vendors at the event include

- Yayra Bertha:** Offered a selection of rice, noodles, and chips.
- Felix Stephens:** Specialized in cocktails.
- Jnams:** Provided refreshing passion fruit drinks.
- Rockz Waakye:** Served traditional waakye dishes.
- AJ's Kitchen:** Offered a range of prepared meals.
- Mabel:** Provided additional culinary options to cater to various tastes.







### 3.7.2 Complimentary Breakfast and Lunch

- During the three-day Ghana Digital & Innovation Week, 300 participants and event crew received a complimentary breakfast daily. The breakfast consisted of cereals and beverages and was served in designated dining areas, facilitating a welcoming atmosphere for all participants.
- An average of 450 students, executives, and event crew participants received a complimentary lunch daily.

A total of 2,270 participants were provided with complimentary meals over the three (3) days.

S/N	Meals	Day 1	Day 2	Day 3
1.	Breakfast	300	300	300
2.	Lunch Buffet	50	-	-
3.	Lunch Package	400	450	470
	<b>Total</b>	<b>750</b>	<b>750</b>	<b>770</b>

Table 3 Total Complimentary Meals Provided

The following details the number of tertiary participants provided with complimentary meals over the three days:

S/N	Name Of School	Day 1	Day 2	Day 3
1.	Openlabs University	27	20	25
2.	Knutsford University	16	24	28
3.	Methodist University	28	27	32
4.	Kwame Nkrumah University	10	15	22
5.	Accra Technical University	19	18	7
	<b>Total</b>	<b>100</b>	<b>104</b>	<b>102</b>

Table 4 Complimentary Feeding for Tertiary Students

The following details the number of high school participants provided with complimentary meals over the three days:

No.	Name of High School	Day 1	Day 2	Day 3
1	Accra Technical Training Centre	15	0	0
2	Accra Girls Senior High School	19	18	21
3	Accra High School	12	19	21

4	Achimota Senior High School	15	19	23
5	St Thomas Aquinas Senior High School	15	17	25
6	Labone Senior High School	19	18	20
7	Ngleshie Amanfrom Senior High School	5	0	0
8	Presbyterian Boys Senior High School	10	0	0
9	Applied Tech Senior High School	5	0	0
10	Odorgono Senior High School	3	0	0
11	St Mary's Senior High School	0	9	0
12	Salem Senior High School	0	4	4
13	Presbyterian Senior High School (Osu)	0	10	0
14	Oreilly Senior High School	0	0	12
15	Our Lady of Mercy Senior High School	0	0	5
16	Ada Senior High School	0	0	5
	<b>Total</b>	<b>118</b>	<b>114</b>	<b>136</b>

Table 5 Complimentary Feeding for High School Participants

The following details the number of event crew who were provided meals over the three days:

S/N	Attendees	Number
1	Host Consortium	50
2	MGA Consulting	45
3	Traditional Media	10
4	Media/Production	56
5	External Ushers	15
6	Ambulance	5
7	Security	11
8	National security	10
9	Fire Service	5
10	AICC staff	15
11	Cleaners	15
	<b>Total</b>	<b>232</b>

Table 6 Complimentary Feeding for the Event Crew

### 3.8 Information Technology

The Ghana Digital & Innovation Week featured substantial in-person and virtual participation, with IT playing a pivotal role in ensuring smooth operations. From managing timely website updates to overseeing communication channels, the IT team utilized technology to enhance engagement and create a seamless experience for all attendees.

#### 3.8.1 Website Updates

The event website was consistently updated throughout Ghana Digital & Innovation Week 2024 to keep participants informed and engaged. Key updates included:

- a. **Speakers:** Real-time updates were made to reflect speaker profiles, session topics, and presentation times, ensuring attendees had the latest information.

- b. **Regional Events:** A dedicated section was created to highlight and update participants on regional events, expanding the event's outreach and accessibility.
- c. **Event Photos:** Event photos were uploaded daily, showcasing key moments and providing an engaging visual recap for attendees and remote participants.
- d. **Event Schedule:** The event schedule was continuously updated, allowing attendees to stay informed about upcoming sessions and locations and ensuring smooth participation.

#### 3.8.2 Email Messaging

- a. Email campaigns were managed via **Mailchimp** to keep attendees informed and engaged throughout the event.
- b. All registered participants were sent regular updates, session reminders, and follow-up communications to ensure they stayed updated on important event details.
- c. The email campaigns saw high engagement, with strong open rates and click-through actions, demonstrating effective communication and participant involvement.

#### 3.8.3 Text Messaging

- a. SMS notifications, managed through the **Arkesel** platform, were utilized to provide real-time updates and drive participation at GDIW.
- b. These messages included morning reminders, upcoming session announcements, and closing ceremony invitations.
- c. C. SMS messaging's immediacy proved effective in driving traffic to sessions and keeping participants engaged, ensuring they stayed on schedule throughout the event.

#### 3.8.4 Subscriptions and Renewals

To support the smooth operation and communication, key subscriptions and renewals were managed effectively:

- a. **Email Subscriptions: Mailchimp** for updates, newsletters, and announcements for future events, ensuring ongoing engagement.
- b. **Text Messaging Subscriptions: Arkesel** managed SMS updates, giving attendees timely notifications throughout the event.
- c. **Domain Name & Hosting:** Renewed through **Hostinger**, ensuring the event website remained functional and stable, particularly during high-traffic periods.
- d. **Live Streaming Platform: Zoom Events** was used for virtual sessions, allowing seamless participation for remote attendees. All necessary platform renewals were completed before the event to guarantee uninterrupted service.

### 3.9 Call for Participation

The organizing team crafted content to invite industry players and tech enthusiasts to engage with the event. This initiative called for collaboration, partnership, and a strategic effort that created awareness and generated stakeholder engagements before the main event. Notable among the various calls for participation were:

### 3.9.1 Call for Session Host

A call was made to the public to encourage institutions and individuals with expertise in tech and innovation to apply to host sessions at the event. This was facilitated through flyer designs, emails, and social media posts. Several submissions were received, and the steering committee deliberated and shortlisted session topics that aligned with the event's scope and objectives. Those selected to host sessions included tech experts, innovation hubs, technopreneurs, fintech companies, and other key players in the digital landscape.

### 3.9.2 Call for Attendees

A call for attendees was also issued publicly via flyer designs, social media advertisements, and emails. The public registered enthusiastically to participate in the event. To complement the general call for attendees, targeted invitations were also sent to digital and innovation enthusiasts. Personalized invitation letters were written and sent to various schools and other institutions, ensuring the call to action was propagated widely.

### 3.10.3 Call for Research Poster Presentation

Ghana Digital & Innovation Week 2024 called for a Research Poster Presentation under the theme "Advancing Digital Transformation and Innovation through Research." This open invitation encouraged researchers, students, and professionals from academia and industry to submit their work, promoting a collaborative exchange of innovative ideas and expertise.

S/N	Name of Author(s)	Title of Research Paper
1.	Jadis Agenda	Design and Fabrication of a Low-cost Semi-autonomous Tilling Machine
2.	Gordon Adomdza	The State of Commercialization of Research and Innovation in Ghana
3.	Albert Kwame Tchalla	Afropalm - Afrocentric Palm Oil Adulteration Learning Models: An End-to-End Deep Learning Approach for Detection of Palm Oil Adulteration in West Africa
4.	Nathaniel Klobodu	Smart Water Technology for Efficient Urban Water Resource Management in Ghana, Using Nyan River in Obuasi as a Case Study
5.	Anthony Jacklingo Kwame, Quansah Junior	A Hybrid Deep Learning Approach for Detecting DDoS Attacks in IoT Environments Using the CDBi-LSTM Model
6.	Samuel Kyei Agyemang	Automated Neonatal Exchange Transfusion
7.	Audrey Agbeve	Hyperchat: An AI Health Assistant for Personalized Hypertension Management on WhatsApp
8.	Victoria Owusua Amoako	AgroTrace - An End-to-End Blockchain-Based Food Traceability System in Ghana
9.	Grace Ofori	Design of a biosensor for Urinary Tract Infection Detection.
10.	Eyram Ahadzi	Early Cardiovascular Disease Detection: An Improved Pan-Tompkins Algorithm for QRS Detection in Electrocardiogram
11.	Seth Kotey	P2Blockchain: A Fully Decentralized Blockchain Interoperability Architecture
12.	Nicholas Afram	Design Thinking of an Integrated ERP Solution Fostering Energy Efficiency Monitoring and ESG Reporting and Compliance of the Ghana Energy Sector through AI, IoT, Data Science, and Blockchain
13.	Kwofie Benjamin	Building a Supportive Digital Ecosystem for Realizing Digital Transformation in Rural Communities: The Case of Koforidua MSMEs in the ER of Ghana
14.	Toufiq Musah	An Explainable Artificial Intelligence Framework for Clinical Decision Support Systems: A Case Study of Stroke Triaging



15.	Andrew Owusu-Ansah	MLCs for Advanced Glaucoma Diagnosis: A Study Within the Ghanaian Healthcare Context
16.	Bryan Opoku	Transforming Ghana's Food System: Precision Agriculture for Climate Resilience and Food Security

Table 7 Authors Participating in Research Poster Presentation

Below are some snapshots from the Poster Presentation Session.



### **3.10 Event Briefing**

A few days before the three-day event's commencement, physical and virtual meetings with all key stakeholders were scheduled to brief session hosts and moderators on their roles and responsibilities.

#### *3.10.1 Session Host Briefing*

Session hosts were engaged and briefed on their roles and responsibilities before and during the event. Facilitators were given timeframes for their presentations, detailing information on schedules, demography of the respective audience, and logistics needed were discussed, and consensus was reached to facilitate the successful execution of the event. The session host briefing document has been attached to the final report in appendices.

#### *3.10.2 Moderators Briefing*

Moderators were guided through the program outline for the opening and closing ceremonies. Roles and responsibilities were specified, and schedules from the beginning of the event were mapped out to the moderators. This ensured consistency in the delivery of the program outline. The moderator's briefing document is attached to the final report in appendices.



## **4.0 GDIW 2024 EVENTS**

### **4.1 Official Launch**

The host Consortium, which includes the National Entrepreneurship and Innovation Program (NEIP), Ghana Hubs Network (GHN), and Impact Investing Ghana (IIGh), launched the 2024 edition of the Ghana Digital & Innovation Week (GDIW) in Accra on 14th June 2024 at the Fiesta Royale Hotel.

The launch was graced with speakers from key stakeholders of the GDIW, and in their speech, Amma Lartey, the CEO of Impact Investing Ghana (IIGh), highlighted the significance of this year's GDIW. She remarked that this year marks a major milestone for GDIW, transitioning from a trilateral to a multilateral corporation by including partners worldwide and Ghana to sustain this impactful dialogue. David Roberts, the Head of Projects at the GIZ Digital Transformation Centre (DTC), described GDIW as a special event that provides a window into Ghana's digital future. Mr. Oliver Boachie, the Special Advisor to the Minister of Environment, Science, Technology, and Innovation (MESTI), expressed his satisfaction with GDIW's growth and reminisced on the rewarding journey it had been on since its inception. Mr. Samuel Antwi Gyekyi, Director of RSIM at the Ministry of Communication and Digitalization (MoCD), emphasized the Government of Ghana's unwavering commitment to enhancing digital infrastructure, fostering a culture of innovation, and promoting digital literacy across all sectors of society.

Yaw Adu-Gyamfi – Chairman of the Ghana Hubs Network (GHN), emphasized the importance of decentralizing the program when he announced that the GDIW 2024 will commence with regional events across Ghana to identify and quantify the impact of digitalization and innovation nationwide. Clifford Bansah, Director of M&E, National Entrepreneurship and Innovation Program (NEIP), expressed their excitement about being part of the GDIW 2024 program. He emphasized the NEIP's focus on creating job opportunities, fundamentally linked to innovative input.

The host consortium took the stage to officially launch the event by announcing the theme and date for the 2024 Ghana Digital & Innovation Week (GDIW). They emphasized that GDIW is an ecosystem gathering designed to inspire action, make commitments, celebrate success, and encourage collaboration. They encouraged everyone to join as partners to shape the future of digital innovation in Ghana.

The launch event was streamed live, allowing audiences nationwide to watch it in real-time. Simultaneously, live updates and posts were made across all of GDIW's social media platforms, ensuring maximum engagement and coverage. This included platforms such as Facebook, Twitter, Instagram, and LinkedIn, where followers could see real-time photos, videos, and updates about the launch.

The invited media houses graciously attended to cover the official launch of Ghana Digital and Innovation Week 2024. The distinguished media outlets included Peace FM, Asaase Radio, TV3, Joy Business, Adom, UTV, Metro TV, BNFT, Daily Graphic, and Ghanaweb. Representatives from these media organizations captured the event and interviewed the speakers to gather their

insights on Ghana Digital & Innovation Week 2024. Additionally, partners shared their expectations for this year's edition, highlighting what attendees can look forward to.

The official launch of Ghana Digital Innovation Week 2024 garnered extensive media coverage. Stakeholders showed great enthusiasm and commitment to attract many participants in the series of insightful discussions, workshops, breakout sessions, exhibitions, and other exciting events planned for this year's edition. The host consortium with GIZ expressed overall satisfaction with the support provided during the GDIW launch.

#### *4.1.1 Launch Photo Gallery*



*Group photograph of participants at the Launch*



*Dr. Gordon Adomdza welcoming guests and participants*



*Michael Abbw, CEO of MGA Consulting, exchanging pleasantries with Mr. Aviel Arraam -Deputy Head of Mission - Israel*



*Presentation by Amma Lartey*



*Presentation by Mr. David Roberts*





Panel discussion showing the host consortium unveiling the GDIW'24 theme



Mr. Oliver Boachie addressing the participants



An address by Mr. Samuel Antwi Gyekye



The technical team coordination the production



Participants applaud a speaker



Interview session with Mr. Aviel Avraam



Some participants present at the launch





*Interview session with Emmanuel Mumuni*



*Interactions from some participants*



*Partners, host consortium and GDIW organizers in picture*

#### 4.2 Sponsorship Breakfast Meeting

The Ghana Digital & Innovation Week 2024 consortium hosted a Sponsorship Breakfast Meeting, inviting institutions to partner and support the event. Attended by key representatives, the meeting kindled enthusiastic interest, with Partner Interest Cards distributed to capture commitments and formalize collaborations, paving the way for a successful and mutually beneficial partnership.

#### 4.3 Regional Events

The "Road to GDIW 2024" pre-regional events, held from September 3 to 19, were foundational in preparing for the grand showcase of Ghana Digital & Innovation Week (GDIW) 2024. It spans six major cities: Tamale, Wa, Kumasi, Techiman, Koforidua, and Takoradi. Each event was a promotional platform and an opportunity to engage local communities, share insights, and introduce participants to the key themes of the upcoming GDIW. The regional gatherings featured interactive discussions, keynote presentations, and networking opportunities, allowing participants to explore the role of digital transformation and innovation in their regions.

S/N	Region	City	Attendees
1.	Western	Takoradi	154
2.	Northern	Tamale	214
3.	Ashanti	Kumasi	203
4.	Upper West	Wa	162
5.	Bono East	Techiman	200
6.	Eastern	Koforidua	192
	<b>Total</b>		<b>1125</b>

Table 8 Regional Events Participation

The insights and perspectives gathered from the "Road to GDIW 2024" pre-regional events were seamlessly woven into the main event, enhancing the overall experience for all participants. This integration ensured that the momentum and enthusiasm generated at the regional level carried forward, creating a continuous and cohesive journey. The thematic alignment between the pre-regional and main events allowed for deeper discussions on key digital innovation and transformation topics, building upon the foundations laid during the earlier gatherings.

These regional events acted as essential catalysts, transforming the main event into part of a broader, interconnected narrative, reflecting the diverse perspectives and experiences from various parts of Ghana. This approach enriched the main event and strengthened its relevance and impact, as it represented the voices and aspirations of participants across the country.







Snapshots from Regional Event (Road to GDIW)

#### 4.4 X Space Conversation

Ghana Digital & Innovation Week (GDIW) 2024 kicked off with a high-profile fireside chat, "The Future of Digital Innovation in Ghana: Opportunities and Challenges," held on September 27, 2024, on X space. Moderated by Ato Ulzen-Appiah of KIC, the expert panel who also shared their insightful contributions comprised Yayah Sarkodie (Baobab Entrepreneur and Rejoice Media & IT Institute), Doris Kafui Anson-Yevu (Kraado), Nehemiah Attigah (Hatua Tech & Accelerayt), and Regina Honu (Soronko Academy). The event's dynamic discussion and substantial social media impact created a lively online community, setting the stage for GDIW 2024.



#### 4.4 Opening Day

The three-day event began on October 2, 2024, with a vibrant morning session at the Accra International Conference Centre, setting the stage for an exciting day. Proceedings commenced with the arrival of participants, who registered and collected their conference tags.

##### 4.4.1 Registration

During registration, the ushers ensured smooth operations and guest coordination. Four ushers were stationed in the foyer area, directing guests from the registration table to the foyer and lounge areas. Special guests of honor were guided to interviewers for pre-event interviews about their expectations for GDIW. The ushers also managed the flow of participants, directing the first 100 attendees to the breakfast area and coordinating with the DJ to ensure the music was playing in the foyer to create a welcoming atmosphere. After networking, participants were ushered to the main hall for the opening ceremony.



*Coverage from registration*

The atmosphere was electrified when special guests, including Patricia Obo Nai (CEO, Telecel Ghana), Dr. Patrick Nomo (Chief Director, MESTI), who stood in for Hon. Ophelia Mensah – Hayford (Minister, MESTI), Charles Abani (United Nations Resident Coordinator), Keith McMahon (Deputy High Commissioner, British High Commission, Accra), and Franziska Jebens (Head of Development Cooperation, German Embassy) arrived to mark the opening of the program.

A documentary on the recap of GDIW 2023 was screened to provide a historical context, allowing attendees to appreciate the journey leading to this moment.

The morning continued with Patricia Obo Nai, the CEO of Telecel Ghana, sharing profound insights into the need for collaboration to fuel innovation. According to her, the youthful population in Ghana consumes a lot of data and thus has a wide presence on social media. “We already know, we have the ability, and some of them have the tools to use it productively to derive wealth,” she added.

Charles Abani, the United Nations Resident Coordinator, challenged actors in the digital space to see existing challenges as opportunities for growth and expansion. He said it is refreshing that Ghana’s digital ecosystem has witnessed significant growth, with about 24 million active internet users, representing 70% of the population.

Franziska Jebens commended the government of Ghana for instituting the Ghana Digital Economy Policy and securing cabinet approval for it. She added that this policy marks a pivotal step in shaping the nation’s digital future, and we eagerly anticipate its implementation to unlock new opportunities for innovation, economic growth, and inclusive development.

According to Keith McMahon, innovation and collaboration are deeply interconnected, and their synergy is vital for progress in various fields, including digital. Collaboration brings together individuals from various backgrounds, disciplines, and skill sets. This diversity of thoughts leads to the blending of unique ideas, resulting in more creative and innovative solutions that a single person or homogenous group may not conceive.

In his speech, Dr Patrick Nomo stated that Ghana has become a very attractive destination for digital startups and innovation, with investments from venture capital and development finance institutions accompanied by this. He added that Ghana ranks fif<sup>th</sup> amongst attractive destinations for investors in sub-Saharan Africa and seven<sup>th</sup> in Africa.

MingoBlox innovative display at the Novelty Spotlight stole the show with an awe-inspiring display at GDIW 2024's opening ceremony. A robot, introduced as the participants' "digital companion," welcomed the audience, emphasizing tech's limitless possibilities. The robot eloquently highlighted technology's transformative power: "It's more than tools and gadgets – it connects people, empowers us to tackle the toughest challenges, that transforms industries." The robot skilfully handed over to Linguo Block's visionary leader, who then presented a compelling keynote address.



Furthermore, a breathtaking performance from the Dramatic Arts and a spoken word performance from Chief Moomen added an artistic and commemorative touch. Guests had the opportunity to explore Exhibition Stands, gaining invaluable insights into the latest technological advancements and innovations shaping the future.

Amma Lartey, David Ofori, and Yaw Adu Gyamfi, representing the host consortium, led an inspiring panel discussion at the opening. They warmly welcomed participants and acknowledged the collaborative efforts of the three organizing entities. They noted, “GDIW is not just about conversations but rather a platform to drive conversations that lead to action and collaboration.” They concluded with an empowering call to action: “Engage, network, and get inspired to start and launch innovative ideas because it is about action for digital innovation and for the innovation ecosystem.”

The host consortium officially launched Ghana Digital & Innovation Week 2024 with a group photograph. Following the launch, participants visited the exhibition booths and later dispersed to engage in various breakout sessions.







*Snapshots from the Opening Ceremony*



#### 4.5 Morning Recaps

The Morning Recap sessions gave participants an engaging and insightful overview of the previous day's breakout sessions, key takeaways, and highlights. These recaps served as a refreshing start to each day, summarizing important discussions and infusing fun with interactive activities. Participants were briefed on the exciting sessions lined up for the day, ensuring everyone stayed informed and energized for the day's agenda.







*Snapshots from Recap Sessions*

#### 4.5 Breakout Sessions

During the conference, two Committee Rooms and three Meeting Rooms hosted 48 diverse breakout sessions over three days. Day one featured 12 sessions, day two had 21, and day three concluded with 15 sessions. These breakout sessions were strategically designed to promote in-depth discussions and knowledge exchange. They provided participants the unique opportunity to engage directly with industry experts, thought leaders, and peers in a more focused and intimate environment. The interactive nature of the sessions encouraged collaborative problem-solving and the exchange of innovative ideas, establishing the breakout sessions as a key event highlight.







*Snapshots from Various Breakout sessions*

#### 4.6 Exhibitions

The Ghana Digital & Innovation Week 2024 exhibition area showcased diverse, innovative solutions and products from leading companies, startups, and entrepreneurs. Spread across the



event days, the exhibition provided a vibrant platform for businesses to display their latest digital tools, technologies, and services. Attendees had the opportunity to interact with exhibitors, explore cutting-edge innovations, and network with industry players. The exhibition was a key feature of the event, driving engagement, fostering partnerships, and offering participants a hands-on experience with the future of digital transformation and innovation in Ghana.







*Snapshots from Exhibitions*



#### 4.7 GDIW TV

GDIW TV played a significant role in capturing the voices and experiences of the event's attendees. From special guests to exhibitors, participants, and session hosts, GDIW TV conducted interviews highlighting diverse perspectives and key insights. Over 60 attendees across various categories were interviewed throughout the event, offering the event's impact, discussions, and takeaways. These interviews provided an engaging platform for attendees to share their thoughts, feedback, and experiences, further amplifying the reach and success of Ghana Digital & Innovation Week 2024.



*Snapshots from GDIW TV*



#### 4.8 Podcast Session

The podcast sessions provided an engaging platform for deeper discussions of digital transformation and innovation. It extended the event's reach, allowing participants and a wider audience to listen at their convenience. The podcast series became a valuable resource for continued learning and reflection beyond the event.



*Snapshots from Podcast*

#### 4.9 Closing Ceremony

The climax of the three-day event took place on October 4, 2024, with heightened excitement and anticipation stemming from the previous days. The final day of Ghana Digital & Innovation Week 2024, marked by the closing ceremony, culminated in innovation, collaboration, and celebration. As participants and esteemed guests arrived, the auditorium was charged with energy for the grand finale.

The technical team presented a visually captivating conference recap video, offering a retrospective glance at the pivotal moments and insights shared throughout the event. The emotional depth of the event surfaced during the testimonials, where participants, exhibitors, and hosts shared heartfelt video messages, underscoring the impact and value derived from their Ghana Digital & Innovation Week experience on various social media platforms. Anticipation for the future was ignited when the GDIW 2025 Host Consortium offered insights into the roadmap for the next edition, paving the way for continued growth and collaboration in the digital innovation scope. Excerpts from the closing ceremony are highlighted below.



#### 4.9.1 Awards Presentations

The ceremony captured the event's essence and served as a platform to honor excellence and express heartfelt gratitude to the sponsors who made this year's Ghana Digital & Innovation Week successful.









#### 4.9.2 Reception

The event concluded on a high note with an exciting entertainment spectacle. Participants dispersed with a sense of accomplishment and anticipation for the future. The closing ceremony marked the end of a transformative and impactful event, leaving a lasting imprint on the digital innovation ecosystem in Ghana.







Snapshots from End of GDIW24 Reception

## 5.0 MEDIA COVERAGE

Media outlets were invited to cover the three-day event, with representatives present on both the opening and closing days to document key highlights. The event received media attention across various platforms, including print, electronic, and digital channels. Notable media houses such as Peace FM, The Finder, Adom TV, Joy News, B&FT, African Eye Report, Businessweek, NewsGhana, Ghana News Online, Myjoyonline, AdomOnline, Daily Graphic, and Techfocus24 provided coverage, ensuring wide visibility and engagement with the broader public. Their presence amplified the event's impact and contributed to its overall success.

### 5.1 Opening Coverage

Nine media houses were officially invited to cover the opening ceremony. Most journalists arrived promptly to provide coverage, although a few uninvited media outlets were also spotted at the venue. Following the opening ceremony, journalists interviewed key speakers, including Franziska Jebens, Head of Development Cooperation at the German Embassy; David Ofori, Director of Innovation at NEIP, Accra; and Patricia Obonai, CEO of Telecel Ghana. Several online news platforms subsequently shared a press release to amplify the event's key messages.



#### 5.1.1 Media Houses

##### a. Newspapers

- i. **B&FT:** A reporter from B&FT attended the opening ceremony (Day 1) and covered the event. The story can be accessed here: [Telecel CEO urges collaboration to drive digital transformation](#).
- ii. **The Finder:** The business editor of *The Finder* was present at the event to provide coverage. The story was published on Thursday, October 3, 2024, and Zed FM, the newspaper's radio subsidiary, aired the report.
- iii. **Daily Graphic:** A *Daily Graphic* reporter also attended the opening ceremony to cover the event, though the story is yet to be published.

##### b. Radio Stations

- i. **Peace FM:** A reporter from Peace FM attended the event, and the recording of their story is available for reference.



c. **Television Stations**

- i. **Adom TV:** The station provided coverage, broadcasting the story on both television and radio in the local dialect. The television recordings are available.
- ii. **Joy News:** A team from Joy News was present to cover the event. The recording of their news segment is available.
- iii. **TV3:** TV3 also covered the event. Although the story clip is unavailable, some attendees confirmed watching the coverage on the station's evening major bulletin, *News360*.

d. **Digital Media**

- i. **Business Week:** Covered both the opening and closing events, publishing press releases from the communications team. Links to the articles are available:
  - [GDIW 2024 Records Historic Participation Since Its Inception](#)
  - [GDIW 2024: Digital Innovation Must Benefit All Ghanaians](#)
- ii. **News Ghana:** Provided coverage, available here: [GDIW 2024: Digital Innovation Must Benefit All Ghanaians](#)
- iii. **GBC Online:** Published coverage of the event at [Ghana Broadcasting Corporation](#)
- iv. **Techfocus24:** Published the story here: [GDIW 2024: Digital Innovation Must Benefit All Ghanaians](#)
- v. **African Eye Report:** Covered both event highlights at:
  - [GDIW 2024 Digital Innovation](#)
  - [GDIW 2024 Records Historic Participation](#)
- vi. **Zed Multimedia Online:** Provided coverage available at [Leverage on Digital Technology](#)
- vii. **Gh News Hub:** Published coverage here: [Digital Transformation Key to Ghana's Economic Progress](#)

## 5.2 Closing Coverage

At the closing ceremony, marking the final day of GDIW 2024, several media outlets were present to cover the event. The host consortium and MGA Consulting, the event organizer, were interviewed, highlighting the key successes and impact of the week-long digital innovation event.

### 5.2.1 Media Houses

- a. Metro TV covered the closing ceremony on October 5th, 2024, and the story has already been aired; a clip is available.

- b. Joy News was also present, and while the story has been published, we are still awaiting the clip.
- c. B&FT covered the closing ceremony, and we expect a link to their story.
- d. The Finder attended the ceremony and published a story on October 7th, 2024.
- e. Gh Online published the story here: [GDIW 2024 Records Historic Participation](#).
- f. Business Week Ghana published: [GDIW 2024 Records Historic Participation](#).
- g. Peace FM Online published: [GDIW 2024 Story](#).
- h. African Eye Report also provided coverage, details pending.
- i. News Ghana published: [GDIW 2024 Article](#).

Seventeen media houses covered the opening and closing ceremonies of Ghana Digital & Innovation Week 2024.

## 6.0 TECHNICAL INFRASTRUCTURE

The technical backbone of Ghana Digital & Innovation Week (GDIW) 2024 was crucial for ensuring the seamless execution of the event. Key components of this technical infrastructure included:

### 6.1 Virtual Platform (Zoom Events)

- a. **Platform Choice:** For GDIW 2024, Zoom Events was selected as the virtual platform, replacing HOPIN used in previous years. Zoom was chosen for its simplicity and reliability in video conferencing, making it a practical option for managing remote participation.
- b. **Platform Limitations:** While Zoom Events offered essential video conferencing functions, it lacked the advanced features and flexibility necessary for running multiple concurrent sessions with admin participation without incurring additional costs. Given these limitations, future events are recommended to revert to HOPIN, which is more suited for interactive and hybrid events, offering a more comprehensive experience for organizers and participants.

### 6.2 Live Streaming and Recording

- a. **Live Streaming:** Integrating live streaming for main hall sessions allowed remote participants to join in real-time, significantly enhancing the event's inclusivity and reach.
- b. **Session Recording:** Comprehensive session recordings were made available, providing a valuable archive for participants to access post-event and an important resource for future reference.

### 6.3 Interactive Features

- a. **Engagement Tools:** Various interactive features, such as chat rooms, Q&A sessions, and polls, boosted participant engagement and encouraged active participation throughout the event.

### 6.4 Security Measures

- a. **Robust Security:** Strong security measures were implemented to protect the event's digital infrastructure, ensuring the integrity of the sessions and preventing unauthorized access.

### 6.5 Attendance and Participation

GDIW 2024 attracted an impressive turnout with active participation from a diverse cohort of approximately 2,000 attendees during the initial stages, including professionals, entrepreneurs, and digital enthusiasts eager to explore the latest trends and advancements in the digital landscape. By the end of day three, the total attendance had surged to 4,973, reflecting the event's growing momentum and widespread appeal. This high level of engagement underscored the importance of



digital innovation in Ghana, drawing a mix of stakeholders from various sectors keen to network, learn, and collaborate.

S/N	Days	Attendance		Total
		In-Person	Online	
1.	Day 1	1,328	167	1495
2.	Day 2	1,150	103	1253
3.	Day 3	2,042	183	2225
	<b>Total</b>	<b>4520</b>	<b>453</b>	<b>4973</b>

Table 9 GDIW Total Attendance

## 6.6 Zoom Conferencing Tool Analytics

The Zoom Conferencing Tool Analytics provides a comprehensive overview of the virtual engagement during GDIW 2024. This highlights key statistics related to participant attendance, interaction, and overall platform usage, offering insights into how effectively the virtual component supported the event's objectives. The data showcases both the scope of participation and the level of engagement, providing a clear indication of the event's success in reaching and retaining its audience online.

### 6.6.1 Event Statistics

a.	Total Visits	961
b.	Total Logged-in User Visits	342
c.	Total Unique Logged-in Users	187
d.	Total Anonymous Visits	619
e.	Total Registrants	180
f.	Attendees Score	8.6/10
g.	Avg. Time Spent	9 hours 16minutes
h.	Turnout	110%

## **7.0 SOCIAL MEDIA ANALYTICS**

The Ghana Digital & Innovation Week 2024 garnered substantial online engagement, amassing 1.6 million mentions across various platforms. The analysis revealed 103.5k mentions from social media channels and 127.3k from non-social media sources, highlighting the event's widespread reach and interest.

### **7.1 Reach and Interactions**

The event reached a diverse audience, achieving a social media reach of 6.7k and a non-social media reach of 2. Engagement levels were notably high, with 1,071 interactions recorded, reflecting active participation and sustained interest from attendees and followers alike.

### **7.2 User-Generated Content**

Participants played a crucial role in driving the conversation, generating an impressive 101.2k user-generated content. This level of content creation signifies deep involvement in the event's activities and discussions, further amplifying its impact.

### **7.3 Sentiment Analysis**

The sentiment surrounding the event was overwhelmingly positive, with 100% of the mentions reflecting favorable opinions. No negative mentions were recorded, underscoring the success of Ghana Digital & Innovation Week and the positive reception it received from its audience.

### **7.4 Platform-Specific Insights**

X emerged as a key platform for driving the online conversation around Ghana Digital Innovation Week 2024, contributing 35.7k mentions. The event's hashtag, #GDIW24, gained substantial traction, trending in eighth place during the early hours of the first day, mainly due to discussions surrounding the Galamsey protest. By mid-day, the hashtag reached the top spot in Ghana for days one and two, with topics ranging from ecosystem elevation and technological innovation to entrepreneurship and collaboration.

### **7.5 Key Themes and Topics**

The conversations at GDIW 2024 spanned a broad spectrum of significant themes, including ecosystem development, technological advancements (with a focus on IoT), innovation, entrepreneurship, sustainability, and women empowerment. Key takeaways emphasized the value of collaboration, stakeholder engagement, and digital tools' critical role in driving progress in these areas. These discussions provided a rich, multifaceted view of the digital innovation landscape in Ghana.

## 7.6 Highlights

The Ghana Digital & Innovation Week 2024 generated widespread engagement and discussion on key themes related to the event. Below are some major highlights that captured the attention and shaped the conversations online and in person.

- a. **Digital Tools and Innovation:** The event emphasized the indispensable role of digital tools in promoting entrepreneurship and driving innovation, underscoring their impact in shaping the future.
- b. **Collaboration and Stakeholder Engagement:** The discussions reinforced the importance of collaboration and engaging key stakeholders for the success of the digital ecosystem.
- c. **Women Inclusion and Empowerment:** A major focus was placed on #WomenInclusion and #WomenEmpowerment, advocating for increased gender diversity and support for women in tech.
- d. **Sustainability:** The event showcased a commitment to sustainable practices, with key mentions of #UpcyclingBags and #GreenEntrepreneurs, highlighting environmental responsibility.
- e. **Global Representation:** Ghana's digital innovation efforts were spotlighted, reflecting Africa's growing influence on the global digital landscape.

The Ghana Digital & Innovation Week successfully leveraged social media to foster a dynamic and positive online conversation. The event's high levels of engagement and overwhelmingly positive sentiment revealed its broad impact, with key themes such as collaboration, innovation, sustainability, and women empowerment gaining significant attention. Through strategic use of hashtags, the event advanced its goal of promoting digital transformation, highlighting its role in shaping Ghana's and Africa's digital future.



## **8.0 AUDIENCE FEEDBACK**

Participant feedback was positive, with attendees sharing their thoughts and experiences through various interactions and social media posts. Many participants were excited about the event's insightful sessions, networking opportunities, and overall organization. Social media platforms, especially X and LinkedIn, were flooded with posts tagged #GDIW24, where participants highlighted key takeaways, praised the caliber of speakers, and shared memorable moments. The feedback emphasized the event's value in fostering collaboration, driving innovation, and advancing digital transformation in Ghana, with many looking forward to future editions of GDIW.

## **9.0 CHALLENGES**

Despite the success of GDIW 2024, several challenges were encountered during the event.

- a. Several exhibitors delayed submitting their artwork, which impacted their booths' timely printing and branding.
- b. The setup team arrived later than scheduled on the opening day; however, all preparations were completed before the commencement of the opening ceremony.
- c. The late confirmation of certain sessions disrupted the design of promotional materials, the session timetable, and website updates.
- d. The audiovisual system testing in one of the breakout rooms was delayed slightly.
- e. The delivery of branded water bottles experienced a slight delay.
- f. One of the transportation buses was delayed in the morning due to traffic congestion.

## **10.0 CONCLUSION**

The Ghana Digital & Innovation Week (GDIW) 2024 fostered collaboration, innovation, and digital transformation across various sectors. The event created a dynamic platform for knowledge sharing, networking, and exploring the latest technological advancements. With insightful keynote speeches, engaging breakout sessions, and vibrant exhibitions, GDIW 2024 provided an experience that catered to the diverse interests of attendees. The involvement of high-level industry leaders, policymakers, and digital innovators highlighted the event's significance in shaping Ghana's digital future. It has become clear that GDIW has established itself as a pivotal annual gathering, driving forward digital innovation and economic development in Ghana.

## 11.0 OUT & ABOUT









**Ghana Digital & Innovation Week  
(GDIW 2024)**

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