



## PROJECT REPORT

# EVENT MANAGEMENT OF THE GHANA DIGITAL INNOVATION WEEK 2023 FOR DIGITAL TRANSFORMATION CENTRE



# EVENT MANAGEMENT OF THE GHANA DIGITAL INNOVATION WEEK 2023 FOR DIGITAL TRANSFORMATION CENTRE

MGA CONSULTING GHANA LIMITED | NO. 16 22ND STREET, ACHIMOTA PETROLEUM -  
ACCRA



## TABLE OF CONTENT

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>1.0 INTRODUCTION .....</b>	<b>1</b>
1.1 EVENT BACKGROUND .....	1
1.2 EVENT OBJECTIVE .....	2
1.3 EVENT TIMELINE .....	2
1.4 CONSULTANCY FIRM INVOLVED .....	2
1.4.1 About MGA Consulting Limited.....	2
1.4.2 About the Consultants .....	3
1.5 SCOPE OF EVENT.....	5
<b>2.0 METHODOLOGY .....</b>	<b>7</b>
2.1 KICK-OFF MEETING.....	7
2.2 STAKEHOLDER ENGAGEMENT .....	7
2.3 PLANNING COMMITTEE MEETINGS .....	7
2.3.1 Steering Committee Meetings .....	8
2.3.2 Consultant Committee Meetings .....	8
<b>3.0 EVENT PLANNING AND ORGANIZATION.....</b>	<b>9</b>
3.1 EVENT DOCUMENTATION.....	9
3.1.1 Event Design and Program.....	9
3.1.2 Development of Communication and Marketing Plan.....	9
3.1.3 Weekly Activity Reports.....	9
3.1.4 Brand Guide .....	10
3.1.5 Other Documents.....	10
3.2 CALL FOR PARTICIPATION .....	10
3.2.1 Call for Session Host.....	10
3.2.2 Call for Exhibitors.....	10
3.2.3 Call for Attendees .....	10
3.3 PUBLICITY .....	11
3.3.1 Courtesy Calls on Editors of Reputable Media Houses.....	11
3.3.2 Appearance on TV and Radio Breakfast Shows.....	11
3.3.4 Jingles/ Live Presenter Mentions (LPMs).....	11
3.3.5 Billboards/ LED Advertising.....	12
3.3.5 Social Media Advertising .....	12
3.3.6 WhatsApp Marketing .....	12
3.3.7 Email Marketing.....	12
3.3.8 Website Development.....	12
3.4 EVENT BRIEFING.....	12
3.4.1 Session Host Briefing.....	13
3.4.2 Exhibitors Briefing.....	13
3.4.3 Moderators Briefing.....	13
3.5 BRANDING OBJECTIVES AND PURPOSE .....	13
3.6 KEY CONTRIBUTIONS OF BRANDING AND GRAPHIC DESIGN .....	14
3.7 ARTWORK DESIGN .....	15
3.8 SOUVENIRS.....	20
3.8.1 Brand Recognition .....	20
3.8.2 Branded Merchandise Visibility .....	20
3.8.3 Memorabilia and Keepsakes .....	20
<b>4.0 LOGISTICS.....</b>	<b>22</b>
4.1 RESOURCE LISTING .....	22
4.2 PURCHASING AND CONTRACTING .....	22
4.3 PRINTING OF PUBLICITY MATERIALS .....	22
4.4 SETUP DURATION.....	22



4.5	ACCOMMODATION .....	23
4.6	TRANSPORTATION ARRANGEMENTS FOR STUDENTS.....	23
4.6.1	Coordination with Educational Institutions .....	23
4.6.2	Dedicated Shuttle Services.....	23
4.6.3	Communication Channel.....	24
<b>5.0</b>	<b>GDIW 2023 .....</b>	<b>25</b>
5.1	OFFICIAL LAUNCH.....	25
5.2	PRE-EVENTS .....	26
5.2.1	Pre-Event Dialogue .....	26
5.2.2	X Space Conversation .....	27
5.2.3	Road to GDIW 2023 .....	27
5.3	EVENT DAY .....	27
5.3.1	Opening Ceremony.....	28
5.3.2	Panel Discussions .....	31
5.3.3	Breakout Sessions.....	32
5.3.4	Exhibitions .....	34
5.3.5	Digi-talk.....	36
5.3.6	GDIW TV.....	36
5.3.7	Entertainment .....	38
5.3.8	Closing Ceremony.....	38
<b>6.0</b>	<b>THE STATISTICS.....</b>	<b>43</b>
6.2	HOPIN ANALYTICS REPORT.....	44
6.2.1	Event Statistics.....	44
6.2.2	Top Areas by Chat Messages .....	44
6.2.3	Top Areas by Attendees .....	45
6.2.4	Top Countries/Regions by Registrants.....	45
6.3	SOCIAL MEDIA ANALYTICS .....	45
6.3.1	Overview.....	45
6.3.2	Reach and Interaction .....	45
6.3.4	User-Generated Content .....	46
6.3.5	Sentiment Analysis.....	46
6.3.6	Platform-Specific Insights.....	46
6.3.7	Key Themes and Topics .....	46
6.3.8	Highlights.....	46
6.3.9	Key Insight .....	46
6.4	MEDIA COVERAGE .....	47
6.4.1	Media House.....	47
<b>7.0</b>	<b>TECHNICAL INFRASTRUCTURE .....</b>	<b>50</b>
7.1	VIRTUAL PLATFORM (HOPIN) .....	50
7.1.1	Testing of the Hopin Platform .....	50
7.1.2	Live Streaming and Recording.....	50
7.1.3	Interactive Features.....	50
<b>8.0</b>	<b>POST-EVENT ENGAGEMENT PLAN .....</b>	<b>51</b>
8.1	THANK YOU POSTS .....	51
8.2	DISMANTLING AND CLEARING .....	51
8.3	TRANSPORTATION AND STORAGE.....	51
8.4	EQUIPMENT RETURN AND VENDOR COORDINATION.....	51
8.5	RECAP VIDEOS .....	51
8.6	AUDIENCE FEEDBACK.....	51
<b>9.0</b>	<b>CHALLENGES .....</b>	<b>52</b>
<b>10.0</b>	<b>RECOMMENDATIONS .....</b>	<b>52</b>
<b>11.0</b>	<b>CONCLUSION.....</b>	<b>53</b>



<b>11.0</b>	<b>EVENT GALLERY .....</b>	<b>54</b>
<b>APPENDICES.....</b>		<b>56</b>
	SOCIAL MEDIA ANALYTICS REPORT .....	56
	LIST OF SESSION HOSTS.....	63
	LIST OF EXHIBITORS.....	64
	.....	<b>1</b>



## LIST OF TABLES

Table 1: Event Attendee Record .....	1
Table 2: Artwork Designs.....	20
Table 3: General Attendees for GDIW.....	43
Table 4: Virtual Platform Interactions.....	44
Table 5: Chat Messages.....	45
Table 6: Top Areas .....	45
Table 7: Top Areas by Countries.....	45

## LIST OF FIGURES

Figure 1: Excerpts from the GDIW 23 Launch.....	26
Figure 2: Excerpts of Day 1 Registration.....	28
Figure 3: Excerpts of the Opening Ceremony.....	31
Figure 4: Various Panel Discussions that Took Place .....	32
Figure 5: Various Sessions of Day 1 .....	34
Figure 6: Event Exhibitions .....	35
Figure 7: Excerpts from the Digi Talk Session.....	36
Figure 8: Interactions at the GDIW TV .....	37
Figure 9: Participants Engaged in Gaming Activities .....	38
Figure 10: Excerpts of the Closing Ceremony.....	40
Figure 11: Presentation of Awards.....	41
Figure 12: Excerpts of the GDIW 23 Afterparty .....	42
Figure 13: GDIW 2023 Attendance.....	43
Figure 14: Participating Academic Institutions .....	44
Figure 15: Moments Captured at the GDIW23.....	55



## EXECUTIVE SUMMARY

Innovation is the driving force behind progress and growth in any country or society. It is the ability to think creatively, challenge the status quo, and find new and better ways of doing things. In today's fast-paced and ever-changing world, the need to embrace innovation has become more crucial than ever before.

The Ghana Digital Innovation Week (GDIW) was inaugurated in 2021 under the auspices of His Excellency Dr. Mahamudu Bawumia, the Vice President of Ghana, and other key ecosystem actors and enablers. This was part of a trilateral program to celebrate the accomplishments of Ghana's digital innovation ecosystem and build momentum towards a common vision for its future development. The event looks at bringing together leaders in government, private sector and industry practitioners, national business leaders, academics and research scholars, ecosystem enablers and intermediaries, innovators, and international development partners for open discussions that optimize the existing interactions between different stakeholders. The event also looks at enabling stakeholders to discover and take up new roles in the digital innovation ecosystem of Ghana.

This year, GDIW 2023 was organized from the 6<sup>th</sup> to the 8<sup>th</sup> of November 2023 at the Accra International Conference Centre. The table below gives a summary of the attendees for the 3-day program:

Day	Attendance – Physical	Attendance – Virtual	Total
1	1092	261	1353
2	961	64	1025
3	1208	128	1336
<b>Average</b>	<b>1087</b>	<b>151</b>	<b>1238</b>
<b>Total</b>	<b>3261</b>	<b>453</b>	<b>3714</b>

Table 1: Event Attendee Record

During the organization of the event, some challenges came up which were resolved. Challenges included timing, venue arrangement, and decision-making processes to mention a few. We recommend that more funds be allocated to future events, preparation for next year's event starts early and approvals are done on time to enable timelines to be met.

This report offers details of pre-event planning and organization, key strategies, and actions undertaken to implement the event scope and design. It also provides a statistical overview of the event relative to publicity and attendance of the event and recommendations based on post-event evaluation.



## 1.0 INTRODUCTION

Embracing innovation allows countries to stay ahead of the competition, adapt to new technologies, and meet the changing needs and demands of the world. It fosters a culture of continuous improvement and encourages individuals to think outside the box, leading to increased productivity and efficiency. Moreover, innovation can lead to the development of groundbreaking products, services, and processes that have the potential to revolutionize industries and create new growth opportunities.

An innovation event serves as a platform to showcase and promote the innovative capabilities and achievements of the nation. It provides a unique opportunity for entrepreneurs, researchers, inventors, and creative minds from various sectors to connect, exchange knowledge, and collaborate on events that address pressing challenges and seize new opportunities.

Hosting an innovation week on a national scale can enhance the country's global reputation as a hub for innovation and attract international collaborations and partnerships. It signals to the world that the nation is committed to fostering a culture of innovation, investing in research and development, and creating an enabling environment for entrepreneurs and innovators to thrive.

### 1.1 Event Background

Technology and innovations are driving the growth and expansion of leading economies in the world today, and in Ghana, digital innovations are changing the ways industry players operate. The Ghana Digital Innovation Week (GDIW) provides a platform to drive conversations that lead to action, follow-up, and collaboration for digital innovation and innovate the ecosystem across Ghana.

The GDIW is a nationwide series of events aimed at showcasing and celebrating milestones in the country's digital innovation ecosystem. The three-day series of events is intended to attract high-profile conferences graced by Ministers of State, diplomats, tech enthusiasts, and business leaders, among others.

Actors from the private sector, academia, policymakers, Development Partners, and Civil Society Organizations (CSOs) with support from the Digital Transformation Centre (DTC), co-created the Ghana Digital Innovation Week (GDIW). The GDIW co-created and owned by the above-mentioned actors is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The GDIW is a trilateral partnership event held in collaboration with MASHAV, Israel's Agency for International Development Cooperation through the Embassy of Israel in Ghana, the Ministry of Environment, Science, Technology, and Innovation (MESTI), and the Ministry of Communication and Digitalization (MoCD). Ghana – India Kofi Annan Centre of Excellence in ICT (AITI), Ghana Hub Network, Chamber of Technology, Ashesi University, and the University of Ghana in collaboration with ecosystem players publicize the event on their channels and encourage maximum participation. It allows various actors to learn, share ideas, and create



networks to enhance and propel the growth and development of the country's digital innovation sector.

By involving participants from across the country, GDIW aimed to promote discourse on enhancing digital literacy and adoption, particularly in remote areas, among others. The event was broadcast live on various traditional media platforms and online platforms including social media channels. The GDIW 2023 provided yet another opportunity for Ghana to showcase its digital prowess and potential to the world, and to inspire more people to join the digital revolution.

## 1.2 Event Objective

The event was to ignite and inspire digital innovations across the country and mobilize diverse ecosystem stakeholders toward more collaborative and inclusive ecosystem development. Specifically, the objective was to:

- 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. Serve as a benchmark for future planning and allow for testing and comparisons for the years to come.
- d. Mobilize diverse digital innovation ecosystem stakeholders towards more collaborative and inclusive ecosystem development.
- e. Stimulate a mindset shift among Ghana's citizens and encourage them to become the main drivers of innovation.

## 1.3 Event Timeline

The project was scheduled to run from August to December 2023.

## 1.4 Consultancy Firm Involved

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) engaged MGA Consulting Ghana Limited as the qualified consulting firm to manage the event planning and execution of the Ghana Digital Innovation Week 2023 in close alignment with GIZ and the event planning committee. MGA Consulting commends GIZ for the opportunity to spearhead the third edition of the Ghana Digital Innovation Week 2023.

### 1.4.1 About MGA Consulting Limited

MGA Consulting Ghana Limited (MGA Consulting) is a fast-growing Management Consultancy and Capacity Building firm that provides a range of services to businesses and organizations in and outside Ghana. With a team of experienced consultants and a focus on delivering results, MGA Consulting offers expertise in a variety of areas, including business development, sales and marketing, digital transformation, entrepreneurship, customer service, finance, human resource management, and event planning and management. We aim to provide holistic solutions that are



relevant to our client's needs by constantly challenging the status quo and generating new solutions for our trusted clients.

#### 1.4.2 About the Consultants

**Michael Abbiw** is the CEO and Lead Consultant at MGA Consulting Ghana Limited since 2013. With 18 years of professional experience cutting across sales, strategy development, management consulting, insurance, and business development, he has been responsible for developing and implementing various business strategies for revenue growth and organizational performance for diverse sectors of the Ghanaian Industry. Before dedicating himself to helping organizations build organizational performance within the subregion, Michael worked with various companies in managerial roles including, GG Credit Microfinance Limited (Managing Director – 2017), Ghana Union Assurance Limited (Head of Marketing – 2016), RegencyNem Insurance Co. Ltd. (Head, Business Development 2012), CDH Life Assurance Company Limited – (Chief Marketing Officer – 2010), and KEK Insurance Brokers Ltd (Business Development Manager – 2009). Michael serves on and chairs various boards; private, state, and non-governmental.

Michael trains over 2,000 sales professionals annually and advises partner companies on multi-channel marketing initiatives, and sales strategies, and provides sales human resource solutions and general management support. He is known for his support for sales growth, talent development, change management, adaptability, organizational sales structures, and strategic thinking. Beyond Marketing, Michael is also known for his entrepreneurial spirit, social work, high sense of innovation, creativity, perseverance, and exemplary leadership skills, which have continued to endear him to stakeholders. He loves research and writing and has written various training manuals and articles.

Michael is a Chartered Marketer (CIM – UK) and has a Post Graduate Diploma in Marketing from the Chartered Institute of Marketing – UK (2019), an MPhil. Business Administration from Kwame Nkrumah University of Science and Technology Business School, Ghana (2007), a Bachelor of Arts Degree from Kwame Nkrumah University of Science and Technology Business School, Ghana (2004), and a Certified Trainer and Mentor. He has attended and presented at various seminars and conferences across the world.

**Masahudu Ankiilu Kunateh** is a highly acclaimed Ghanaian economic and finance journalist with over 18 years of experience spanning radio, television, print, and digital journalism. Currently serving as the Editor-In-Chief of *African Eye Report*, a prominent news website dedicated to presenting the African narrative professionally, Kunateh is recognized for his expertise in reporting and analyzing economic and financial issues.

His career journey began as a regional correspondent with the Ghana Broadcasting Corporation (GBC) Radio station, where he earned the moniker “*Rural Reporter*” for his focus on issues affecting poverty-stricken communities in the Northern part of Ghana. Subsequently, he transitioned to *The Chronicle*, a leading independent newspaper in Ghana, where he spent significant years of his career and eventually rose to the position of Business Editor. Notably, Kunateh served as a short-term Consultant for the Government of Ghana and the World Bank-funded Etransform Project,



showcasing his expertise in comprehensive article writing. His diverse experiences include roles with *CAJ News Africa*, the *Daily Searchlight* newspaper, and other media houses in Ghana.

Beyond journalism, Kunateh is the Editor of the *Business Executive*, a monthly magazine profiling business leaders and traditional rulers. With a passion for reading, he delves into newspapers and books covering economics, finance, mining, environment, and climate change. Masahudu Ankiilu Kunateh stands out as a seasoned journalist who contributes significantly to the understanding and discourse of economic and financial matters in Ghana and beyond. Kunateh's commitment to excellence is underscored by his academic achievements, including graduation from the Institute of Business Management and Journalism in Kumasi and completion of the Bloomberg Media Initiative Africa Executive Training Program on Financial Journalism. As a Bloomberg Media Fellow, he holds additional certificates in Economics and Business Reporting from the Thomson Foundation.

His international exposure includes a scholarship from the Indian government to study Development Journalism at the Indian Institute of Mass Communication in New Delhi. Kunateh's skills have also earned him opportunities to contribute to renowned publications like *The Africa Report*, focusing on African economics and politics.

**Joshua Kwabla**, Chief Strategy and Technology Officer at Golive's stands out for his proficiency in guiding organizations through the art of crafting compelling narratives. His specialization extends to utilizing documentary films as a potent medium to narrate the evolutionary journeys of organizations. Through this storytelling approach, Joshua not only showcases the transformative growth of these entities but seamlessly intertwines their narrative with the communities they impact.

Joshua Kwabla oversees corporate and technology strategy, innovation, and the management of emerging growth ventures within Golive's ecosystem and alliances. With nearly fifteen years of experience, Joshua has been instrumental in crafting strategic and technological solutions for globally recognized enterprises. His diverse clientele includes tech giants like Microsoft, financial institutions such as Standard Chartered Bank, consumer goods leader Proctor & Gamble, governmental organizations like UKAid, and the esteemed nonprofit WaterAid, which focuses on water and sanitation. With academic backgrounds in computer science and information technology, Joshua possesses a comprehensive understanding of the intricate dynamics between technology and business.

His early career in banking operations endowed him with firsthand insights into the impactful decisions shaping complex, mission-critical systems. Leveraging this extensive background, Joshua guides organizations, including nonprofits like WaterAid, through transformative journeys. His expertise lies in assisting organizations in articulating compelling narratives and documenting their evolution through strategic and technological advancements. Taking a holistic approach, Joshua significantly contributes to the success of organizations across diverse sectors.



In essence, Joshua Kwabla's leadership blends creativity, technological acumen, and strategic insight to create impactful narratives that resonate with stakeholders and communities alike, fostering a sense of connection and engagement.

**Nii Amarh Amarteifio** is a seasoned professional with a robust background in Strategic Communication, Marketing, and Event Management. Holding a Bachelor's degree in Strategic Communication Studies from AUCC/UG (2012) and a Diploma in Communications, New Media, and Development from the Ghana Institute of Journalism (2005), Nii Amarh combines academic excellence with extensive practical experience.

With a wealth of eight years in the industry, Nii Amarh has consistently demonstrated his expertise across various roles. As the CEO of *Linmart Media Solutions* since 2022, he has led the company to success through innovative media strategies. His current position as the Head of Events/PR/Marketing at FIN Group of Companies, a role he has held since 2019, underscores his proficiency in managing multifaceted responsibilities.

Nii Amarh's journey includes a significant stint with Class Media Group, where he served as the Head of Event/Marketing/Deputy Head of Talk from 2015 to 2017. This period marked his dedication to building a strong foundation in media management. His versatility is evident through his leadership at Radio XYZ as the Head of Event and Production/Presenter (2013-2015) and his corporate affairs role at 702 Productions Ltd Media (2010-2013).

A testament to his regional experience, Nii Amarh played a pivotal role as the Head of Events and Media for MISS ECOWAS SENEGAL in Dakar and MISS ECOWAS TOGO in Lome in 2014. Additionally, he coordinated and led publicity for the EEIF Forum in Pretoria, South Africa, in 2013.

Nii Amarh's proficiency in partnership building is evident throughout his career, highlighted by his roles as Head of Events/PR/Marketing at FIN Group of Companies.

With seven years of leadership and management experience, Nii Amarh has consistently proven his ability to drive success in dynamic and challenging environments. His career trajectory signifies a commitment to excellence, innovation, and impactful contributions to the field of media and communication.

## 1.5 Scope of Event

Activities MGA Consulting carried out under this project were as follows:

- a. Supported the coo-creation, preparation, and overall design of the event, ensuring an alignment between the scope, proposed program/agenda, modalities, facilities, and logistical arrangements.
- b. Ensured smooth coordination with the GIZ organizing team and the event's planning committee, including participation in coordination meetings.
- c. Prepared a comprehensive Communication Plan for the event, clearly indicating pre-, during, and post-event activities.



- d. Handled the preparation, implementation, and overall management of all logistical issues and arrangements related to hosting a successful and professional high-profile event.
- e. Prepared the overall documentation, graphics, and designs of the event.
- f. Contracted and liaised with suitable service providers regarding locations/space, banqueting, IT equipment/infrastructure, media, and communications, and other related arrangements.
- g. Ensured the availability of an efficient secretariat and clerical/administrative support team that oversaw the invitation and registration process and coordinated transportation and other logistical arrangements for participants.
- h. Planned and coordinated all breakout sessions.
- i. Collaborated with an innovation specialist, recommended by GIZ to advise on technical and strategic perspectives for an effective and inclusive conference that feeds into the national agenda.
- j. Made available suitable online conferencing platforms/facilities to host virtual participants of the event.



## 2.0 METHODOLOGY

### 2.1 Kick-off Meeting

A kick-off meeting was organized to formally introduce the event to the consultant and stakeholders of the GIZ. This necessitated the setting up of a steering committee to be at the helm of affairs for the event. To that effect, the key stakeholders agreed for the event included:

- a. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- b. MASHAV, Israel's Agency for International Development Cooperation Representatives
- c. German Federal Ministry for Economic Cooperation and Development (BMZ).

The meeting was to ensure that a clear understanding of the terms of reference and the expectations of all the stakeholders were included in the task design. The objective of the meeting was also to ensure that all stakeholders and the event team were on the same page with the scope of the event, goals, budget, timeline, and a general understanding of all deliverables of the event.

MGA Consulting took this opportunity to spark an initial conversation and build a clear roadmap together. This enabled all stakeholders to prepare adequately and eliminate surprises or gaps in the event management process, preventing setbacks during execution.

At every milestone or step within the event, the Steering committee met, and findings were presented to them for their input and contributions to the execution of the event. To ensure the effectiveness of the steering committee, MGA Consulting employed the following tactics:

- a. Sought each stakeholder's input to understand their needs and expectations to incorporate them into the event task design and delivery.
- b. Engaged the steering committee in the analysis of the consultant's reports and deliverables.
- c. Involved the committee in offering feedback during every stage of the process.
- d. Used virtual interactions and face-to-face meetings as the primary means of exchanging general information.
- e. Maintained a timely feedback channel for inquiries among stakeholders with corresponding deadlines and responsible parties.

### 2.2 Stakeholder Engagement

The event involved a series of stakeholder engagements with key stakeholders from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). They also included representatives from MASHAV, the German Federal Ministry for Economic Cooperation and Development (BMZ), MGA Consulting, and a group of individual consultants.

### 2.3 Planning Committee Meetings

To ensure all the necessary details were well-coordinated and that the event ran smoothly, MGA Consulting formed a Planning Committee and engaged in a series of meetings. The committee was assigned a range of tasks that contributed to the event's success.



### 2.3.1 Steering Committee Meetings

Among many other purposes, MGA Consulting periodically engaged in steering committee meetings to review the progress of the event preparations, identify all forms of deviations from the event plan, and make course corrections where necessary.

### 2.3.2 Consultant Committee Meetings

#### **a. Execution of Master Plan Design**

The consultants engaged in a series of meetings to understand every task stipulated in the terms of reference of the event. This aided the team in designing a master plan that clearly outlined the major tasks to be executed. These tasks were further simplified into simple tasks and activities with thoughtful deadlines and team members were assigned to execute. The master plan was carefully structured to give a clear direction to team members and this significantly reduced ambiguity and duplication of tasks. An overview of the master plan design captured activities to be undertaken under stakeholder engagement, project documentation, online conferencing and multimedia, publicity, invitation and registration, general logistics, event personnel, technical setup, event day activities, and post-event evaluation.

#### **b. Formation of the subcommittee**

The need for efficient event organization led to the establishment of a subcommittee with clear objectives. The committees were tasked to streamline tasks, ensure effective communication, and manage specific aspects of the event planning process. A checklist was developed to track and evaluate the effectiveness of the decisions made by the subcommittee.



### 3.0 EVENT PLANNING AND ORGANIZATION

The event planning and organization involved pre-event, during, and post-event arrangements.

#### 3.1 Event Documentation

The organizing team of the event developed comprehensive documents outlining the event's scope, objectives, budget, and timeline. The team did not only create an up-to-date participant list, including exhibitors, speakers, sponsors, and attendees but also maintained records of all contracts and agreements with vendors, sponsors, and partners.

Some documents developed are as follows:

##### 3.1.1 Event Design and Program

A critical aspect of the preparation involved developing a comprehensive Event Design and Program. After conducting extensive consultations with key stakeholders, including industry experts, the organizers carefully crafted an event design and program that reflected the overall theme and focus of the event.

In developing the event design and program, the organizers opted for a flexible event design that accommodated both virtual and hybrid participation, ensuring accessibility for a diverse and international audience. A variety of formats, including keynote presentations, panel discussions, fireside chats, interactive workshops, and virtual exhibition spaces, to cater to different learning preferences and levels of engagement were factored into the design and program development.

A deliberate attempt was made to organize the program into thematic tracks aligned with the event theme, addressing key areas such as digital transformation, emerging technologies, sustainable solutions, and the future of innovation.

##### 3.1.2 Development of Communication and Marketing Plan

As part of the event preparation and execution strategy, the organizers prioritized the development of a comprehensive Communication and Marketing Plan to effectively reach the target audience, generate excitement, and maximize participation. The Communication Plan outlined project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities.

##### 3.1.3 Weekly Activity Reports

MGA Consulting developed and submitted weekly activity reports to GIZ to update them on activities undertaken in preparation for the Ghana Digital Innovation Week 2023. Objectives were set for each week and plans were drawn to guide in achieving the set objectives. The GDIW report had sections such as Technical and Design, next steps, tasks in progress, and tasks to execute. Overall, the reports highlighted both internal and external activities coupled with updates from the technical team.



### 3.1.4 Brand Guide

To establish and maintain a cohesive and impactful visual identity for the event, MGA Consulting saw the need to design and develop a brand guide for GDIW. The process focused on creating a comprehensive set of guidelines that would ensure consistency across all communication materials and platforms associated with the event. The brand guide will thus serve as a crucial component for subsequent Ghana Digital Innovation Week events.

### 3.1.5 Other Documents

Other documents developed include the following:

- a. Floor Layout Plan
- b. Logistics Plan
- c. Session Host Briefing
- d. Exhibitors Briefing

## 3.2 Call for Participation

The organizing team curated content aimed at inviting industry players and tech enthusiasts to participate in the event. This was necessary because it did not only serve as a call for collaboration and partnership but also a strategic effort to create awareness and generate stakeholder engagements before the commencement of the main event. Notable among the numerous calls for participation included:

### 3.2.1 Call for Session Host

A call to action was made to the general public entreating institutions and individuals with expert knowledge in tech and innovation to apply to host sessions at the Ghana Digital Innovation Week 2023 event. This was through flyer designs and emails. Numerous submissions were tendered and the steering committee deliberated and shortlisted session topics that best fit the event scope and objective. Those considered to host sessions were tech experts, innovation hubs, technopreneurs, and fintech companies to mention a few.

### 3.2.2 Call for Exhibitors

Event flyers and emails were designed and shared periodically inviting individuals and institutions with innovative products and services to register and showcase what they have at the event. The call to action was positively heeded as several submissions came through but fifty (50) exhibitors were shortlisted based on the suitability of their innovative products and services to the theme of the event among other criteria. At the end of the event, two (2) of the fifty (50) selected exhibitors failed to turn up for the event.

### 3.2.3 Call for Attendees

The successful call to action and shortlisting of exhibitors and session hosts was proceeded by a call for attendees. The organizing team strategically leveraged the attention garnered for the event so far to make an open invitation via flyer designs and emails. The general public was made to register to participate in the event. Targeted invitations were sent to digital and innovation



enthusiasts to complement the general call for attendees. Personalized invitation letters were written and sent to various schools making sure the call to action was propagated to all.

### 3.3 Publicity

The success of the event was attributed to a comprehensive and well-executed publicity campaign. The Ghana Digital Innovation Week 2023 aimed to bring together industry leaders, innovators, tech enthusiasts, and stakeholders to foster collaboration, share insights, and celebrate the rapid growth of the digital ecosystem in Ghana. The success of such an event depended significantly on effective publicity strategies to reach a wide audience and generate interest. Among the activities undertaken for publicity, the following formed a major component:

#### 3.3.1 Courtesy Calls on Editors of Reputable Media Houses

The GDIW 2023 partners and organizers visited editors of reputable media houses to discuss the objectives of the GDIW and the critical role of the media in deepening digital innovation. These courtesy calls with the editors also focused on canvassing the media to support and promote the activities of the GDIW. The rationale for this intervention is that editors oversee news content, assign stories to reporters, and decide the priority and importance of news articles for publication.

The visits ensured that GDIW secured the needed buy-in and collaboration from the media for increased acceptance and allocation of prominent pages and airtime for the GDIW activities. These visits took the communication team to meet the editors of Omni Media, owners of CITI TV and CITI FM, the Multimedia Group, operators of Joy FM and Joy News and several radio stations, Media General, operators of TV3 and other media channels, Daily Graphic, and Business and Financial Times (B&FT).

This resulted in the securing of media partnerships with CITI TV and CITI FM, Joy FM, Joy News, TV3, and B&FT. The media partnerships contributed immensely to the success of the GDIW 2023.

#### 3.3.2 Appearance on TV and Radio Breakfast Shows

The communication team together with GIZ officials and other partners made a couple of appearances on the major TV and radio breakfast shows including Joy News, Joy FM, CITI FM, and CITI TV, seeking to create awareness of the events. The GDIW experts at the shows answered various questions regarding the theme of the GDIW 2023: “Innovate, Collaborate, Elevate: Shaping a Future of Endless Potential”, date, venue, objectives, and other basic information on the past two events held in 2021 and 2022.

#### 3.3.4 Jingles/Live Presenter Mentions (LPMs)

Intending to appeal to all audience groups, the organizers produced catchy and memorable jingles that projected the event's theme, creating an auditory brand presence on radio and TV channels. To reinforce the event's messaging, build excitement, and encourage audience participation, the organizers secured live presenter mentions during popular programs which were run on Citi FM, Joy FM, TV3, Joy TV, CITI TV, and Asaase Radio.



### 3.3.5 Billboards/ LED Advertising

Two billboards and one LED advertising were strategically placed in high-traffic areas specifically Okponglo, Kawokudi, and the Accra International Conference Centre, emphasizing key event details, dates, and the overarching theme, ensuring maximum visibility and recall. The organizers maintained visual consistency with other promotional materials (telescopic flags, pull-up banners), to enhance the cohesive and recognizable brand image.

### 3.3.5 Social Media Advertising

Social media advertising included the development and sharing of teasers, countdowns, and sneak peeks in still pictures, audio, and audiovisual formats to generate anticipation and excitement leading up to the event. The organizers consistently curated and shared content from each day's activities on social media platforms including X, *Instagram*, *Facebook*, *TikTok*, and *YouTube* to hype the event.

These platforms were utilized to create a strong online presence by periodically sharing engaging content, including event highlights, speaker announcements, Session Hosts, and promotional videos. Participants were actively encouraged to use the official hashtags #GDIW and #GDIW23 of the event as they shared their experiences. The user-generated content strategy saw the event trending as No. 1 in Ghana on X (formerly Twitter) with over 4000 tweets on day 3 of the event.

### 3.3.6 WhatsApp Marketing

The team leveraged WhatsApp as a direct communication channel, sending targeted messages such as calls to action flyers, event countdowns, and updates to a segmented audience, including registered participants, sponsors, and media partners.

### 3.3.7 Email Marketing

The email marketing entailed segmented email campaigns targeting different audience segments, providing timely information based on roles, interests, and registration status. Also, personalized invitations were sent to past attendees and GDIW23 registered participants emphasizing the value and uniqueness of the event.

### 3.3.8 Website Development

MGA Consulting initiated and completed the development of a website for the event, thus, [www.gdiw.com.gh](http://www.gdiw.com.gh). The website incorporated interactive features such as event schedules, speaker profiles, and registration forms to enhance user engagement and facilitate a seamless participant experience. This user-friendly and informative event website now serves as a central hub for all information related to the Ghana Digital Innovation Week.

## 3.4 Event Briefing

A few days before the commencement of the three-day event, the event organizing team scheduled physical and virtual meetings with all key stakeholders of the event to brief them on their roles and responsibilities.



### 3.4.1 Session Host Briefing

The event organizing team allotted time to engage and collaborate with session hosts on their roles and responsibilities before and during the event. Facilitators were given timeframes for their presentation which included the arrival of participants and departure of the participants. Detailed information encompassing schedules, demography of respective audience, and logistics needed were also 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.

### 3.4.2 Exhibitors Briefing

Prior to setting up the exhibition booths, for the event exhibitors, the organizers scheduled meetings with exhibitors to orient them and address potential hurdles that may have been overlooked. These meetings included on-site visitation to the venue to help exhibitors identify where their respective booths are cited and get themselves familiarized with the floor plan of the Accra International Conference Centre. The exhibitor's briefing document has been attached to the final report in appendices.

### 3.4.3 Moderators Briefing

The pre-event preparation also included the briefing of event moderators. Moderators were taken through the program outline for both the opening and closing ceremonies. Roles and responsibilities were specified, and schedules from the beginning of the event were all mapped out and elaborated to the moderators. This ensured consistency in the delivery of the program outline. The moderator's briefing document has been attached to the final report in appendices.

## 3.5 Branding Objectives and Purpose

Branding formed an essential component of the planning, organization, and execution of the event. Key branding objectives for GDIW 2023 included:

- a. Establishing a strong visual identity for Digital Innovation Week.
- b. Communicating key messages effectively through graphic design.
- c. Enhancing the participant experience through visually appealing materials.
- d. Showcasing innovation not only in content but also in design aesthetics.

The purpose of branding GDIW 2023 included the following:

- a. *Establishing Event Identity:* The branding aimed to create a unique and recognizable identity for Digital Innovation Week. This identity distinguished the event from others and made it easily identifiable to participants and stakeholders.
- b. *Communicating Innovation and Modernity:* The branding sought to convey a sense of innovation and modernity, aligning with the theme of the event. This involved the use of contemporary design elements, innovative graphics, and a forward-looking visual language.
- c. *Attracting Diverse Participants:* A well-crafted brand was designed to appeal to a diverse audience, including professionals, thought leaders, and innovators. The branding was inclusive and engaging to attract participants from various industries and backgrounds.



- d. *Enhancing Engagement:* Engaging and visually appealing branding contributed to participant excitement and engagement. The team creatively adopted vibrant colors, dynamic graphics, and interactive design elements to capture and maintain the attention of attendees.

### 3.6 Key Contributions of Branding and Graphic Design

- a. *Visual Identity:* The event's logo, color scheme, and overall visual language played a crucial role in creating a distinctive and recognizable identity for the Ghana Digital Innovation Week. This consistency across various materials contributed to instant brand recognition.
- b. *Marketing Collateral:* Branded marketing materials, including posters, banners, and digital assets, were designed with a focus on conveying information clearly and engagingly. The use of cohesive design elements ensured that promotional materials were not only informative but also visually appealing.
- c. *Website and Digital Platforms:* The event's website and digital platforms were designed to be user-friendly, reflecting the overall branding and making it easy for participants to navigate and access information. Consistent branding across online channels contributed to a seamless and professional online presence.
- d. *Branded Merchandise:* Branded merchandise, including tote bags, lanyards, and badges, not only served practical purposes but also acted as additional branding touchpoints. Thoughtful design elements on these items added to the overall event aesthetic.
- e. *Social Media and Digital Promotion:* Engaging graphics and visually appealing content shared on social media platforms helped create buzz before, during, and after the event. Consistent branding across these channels amplified the reach and impact of the Ghana Digital Innovation Week.



### 3.7 Artwork Design

#### DESIGN DESCRIPTION

##### *GDIW Launch Flyer:*

The launch flyer served as a concise and informative tool for communicating details about the launch arrangements during the Ghana Digital Innovation Week.

#### ARTWORK



##### *Call for Exhibitors and Session Host Flyers:*

The flyer served as a call to action, inviting individuals to host sessions during the Ghana Digital Innovation Week. It conveyed the event's openness to contributions from a diverse range of professionals, experts, and thought leaders.



##### *Call for Participants Flyer:*

The flyer served as a primary tool for creating awareness about the Ghana Digital Innovation Week and inviting potential participants to join the event. It acted as a visually engaging and informative introduction to the opportunities the event offered.





*Pullup Banners:*

Pullup banners prominently displayed the branding, logo, and theme of the Digital Innovation Week. This consistent branding across various stands created a cohesive and professional identity for the event, making it easily recognizable to attendees.

*Billboards:*

Billboards prominently featured in the branding of the event. Highlighting date, venue, time and other key visual elements contributed to building brand recognition by helping attendees and passersby to identify and remember the event.

*Exhibition Booth Design*

The exhibition booths provided a platform for engagement, showcasing innovations, and fostering connections.





---

### *Telescopic Flag Design*

The telescopic flags added to the overall aesthetics of the event. Their presence, along with other branded elements, created a cohesive and visually appealing atmosphere, reinforcing the event's professional image.



---

### *AICC Wall Wraps Design*

Wall wraps played a crucial role in enhancing the overall atmosphere, branding, and participant experience during the Ghana Digital Innovation Week.



---

### *Main Hall Stage Artwork*

The stage design contributed to the success of the Ghana Digital Innovation Week by enhancing the overall visual appeal, engagement, and communication.





*Event Speakers' Artwork*

The flyers included brief profiles of each speaker, highlighting their expertise and background. Additionally, information about the topics they were set to cover during the event. This built anticipation and generated excitement among potential attendees.

*Backdrop Banner Artwork*

The backdrop banner featured logos of event sponsors and partners, acknowledging their support. This recognition provided sponsors with visibility and added value to their involvement in the event.

*Countdown Artwork*

The countdown flyers created a sense of anticipation and excitement among potential attendees. By visually highlighting the days and weeks remaining until the event, they built momentum and generated interest.





*X-space Artwork*

The X-space artwork encouraged users to join the conversation and follow related discussions on X. This integration contributed to the event's online visibility and trending potential.

*Pre-event Dialogues Artwork*

Pre-event dialogues facilitated the building of anticipation, generating interest, and preparing participants for the Ghana Digital Innovation Week.

*Floor Plan Art*

The floor plan designated specific areas for exhibition booths, allowing organizers to strategically place them for maximum visibility and engagement. This helped exhibitors showcase their innovations effectively.





*Event Tag Artwork*

The tags played a role in the check-in process, allowing for efficient registration and quick access to the event. This streamlined check-in contributed to a smooth and organized start to the Ghana Digital Innovation Week. Attendees could see each other's names, affiliations, and possibly their roles, fostering meaningful connections.

*Citation Artwork*

The Citations were awarded to speakers, sponsors, and partners who contributed to the success of the Ghana Digital Innovation Week 2023. This recognition is important for maintaining strong relationships with sponsors and attracting future support.



Table 2: Artwork Designs

### 3.8 Souvenirs

Souvenirs played a multifaceted role in the success of the Ghana Digital Innovation Week by contributing to brand recognition, participant engagement, and the lasting impact of the event. Souvenirs have the potential to extend the reach and positive association of the event beyond its duration. They contributed to the success of the event by:

#### 3.8.1 Brand Recognition

Souvenirs featuring the Ghana Digital Innovation Week logo, theme, and key visual elements served as constant reminders of the event. Attendees carrying or using these items extended the event's brand recognition beyond the venue.

#### 3.8.2 Branded Merchandise Visibility

Souvenirs, such as branded T-shirts, Tote bags, Pens, and Mugs, increased the visibility of the event's branding outside the venue. Participants became walking advertisements, showcasing the event's logo and theme to a wider audience.

#### 3.8.3 Memorabilia and Keepsakes

Souvenirs serve as memorabilia and keepsakes for attendees, reminding them of the valuable insights, connections, and experiences gained during the Ghana Digital Innovation Week. This lasting impact contributed to the overall success of the event.



**Paper Bag**



**Branded Pens**



**Glass Mug**



**T-shirt**



**Water Bottle**



**Toto Bag**





## 4.0 LOGISTICS

In the lead-up to the Ghana Digital Innovation Week (GDIW 2023), the logistics team undertook an extensive pre-event preparation process. This phase involved meticulous planning, resource listing, procurement, and collaboration with external event experts to ensure the seamless execution of this special three-day event.

### 4.1 Resource Listing

The first step in the pre-event preparation was to conduct a comprehensive assessment of all resources required for the GDIW 2023. Amongst such activities, the team undertook the following:

- a. *Venue Requirement:* Elaborated on the list of venue specifications, including seating arrangements, stage setup, and any specific technical needs.
- b. *Technical Infrastructure:* Identified audio-visual equipment, PA systems, and any additional technology necessary for presentations and interactive sessions.
- c. *Logistical Support:* Provided logistical support by listing transportation requirements, accommodation needs, and any other logistical considerations.
- d. *Catering and Refreshment:* Determined catering needs, and menu planning, and coordinated catering services.

### 4.2 Purchasing and Contracting

Following the resource listing, the logistics team proceeded with the purchasing and contracting phase. This involved:

- a. *Vendor Selection:* Careful evaluation and selection of external vendors based on their expertise, reliability, and ability to meet the specific requirements of GDIW 2023.
- b. *Negotiations and Contracts:* Engaging in negotiations with selected vendors and formalizing agreements through contracts to ensure clear expectations and deliverables.
- c. *Procurement:* Ordering and procuring necessary materials, furnishings, and equipment such as water stands, red carpets, sofas, etc. from trusted suppliers to meet the event's unique demands.
- d. *Installation of Exhibition Booths:* Contracting the expert's company in the installation of booths.

### 4.3 Printing of Publicity Materials

Publicity materials played a crucial role in creating awareness and generating interest in the event. The logistics team ensured the timely printing of all materials, including Branded Souvenirs, Stickers, Tags, Telescopic Flags, Banners and Signage, and Event Programs.

### 4.4 Setup Duration

The culmination of the pre-event preparations was the execution of the setup, a critical phase that took the team four days to complete. This involved:



- a. *Venue Configuration*: Implementation of the floor plan, ensuring optimal space utilization and an aesthetically pleasing setup.
- b. *Technical Setup*: Installation and testing of audio-visual equipment, PA systems, and any technological infrastructure required for presentations.
- c. *Decor and Furnishings*: Placement of furniture, decorations, and other elements to create an inviting and conducive atmosphere for the event.
- d. *Logistical Arrangements*: Finalization of transportation logistics, accommodation arrangements, and coordination with external vendors for catering and other services.

## 4.5 Accommodation

As part of the pre-event logistics for the GDIW, accommodation arrangements were made for two (2) consultants, the CEO, and five (5) logistics team members.

- a. *Accommodation Selection*: Careful consideration was given to the selection of accommodation facilities, taking into account proximity to the event venue, amenities, and budget constraints. Options were shortlisted based on positive reviews, previous experiences, and suitability for the duration of the event.
- b. *Reservation Process*: The reservations were made well in advance to secure availability during the event dates. Clear communication channels were established with the selected accommodation providers to ensure a seamless check-in process for all participants.
- c. *Logistics Team Accommodations*: Accommodations for the logistics team were organized with an emphasis on group cohesion, ensuring that team members were lodged near facilitate coordination and communication. The logistics team coordinated the arrival schedules of participants to ensure a smooth check-in process.

## 4.6 Transportation Arrangements for Students

The GDIW 2023 aimed to foster inclusivity by providing transportation solutions for tertiary and Senior High School participants. Recognizing the importance of accessibility, the logistics team implemented a comprehensive transportation plan tailored to the needs of these educational institutions.

### 4.6.1 Coordination with Educational Institutions

Efficient transportation began with proactive coordination with tertiary institutions and senior high schools participating in GDIW 2023. Liaison officers were designated to establish clear communication channels, understand the number of participants, and ascertain specific transportation requirements.

### 4.6.2 Dedicated Shuttle Services

Dedicated shuttle services were arranged to transport students from their respective campuses to the event venue and back. These shuttles adhered to a pre-determined schedule, ensuring timely



arrivals and departures. Phone call tracking systems were employed to provide participants with accurate information about shuttle locations.

#### 4.6.3 Communication Channel

Transparent and effective communication channels were established between the logistics team and educational institutions. Regular updates, route details, and all changes in the transportation schedule were communicated promptly to the designated contacts at each school.

In summary, the logistical arrangements and overall preparations for the event were commendable. The seamless registration process, availability of event materials, and the efficiency of the support staff contributed to a positive and professional atmosphere. It was evident that careful attention was given to every detail, resulting in a well-organized and smoothly executed event.

The dedicated efforts of the logistics team during the four-day setup period were instrumental in transforming the event venue into a dynamic space ready to host GDIW 2023. This meticulous pre-event preparation laid the foundation for a successful and memorable three-day program.



## 5.0 GDIW 2023

Leading to the GDIW 2023, there were pre-events that were organized to stimulate the public's interest in the event. Pre-event activities included the following.

### 5.1 Official Launch

On August 30, 2023, the third edition of the Ghana Digital Innovation Week 2023 was officially launched in Accra with a call on Ghanaians to fully participate in the activities lined up for the event scheduled to take place at the Accra International Conference Centre.

The launch was purposed for the trilateral partners and stakeholders to join hands and have a series of reflections and officially announce the Theme, Date, and Venue for this year's GDIW and open the portal for members of the ecosystem to apply to host events during the GDIW 2023.

The significance of the launch was to serve as a platform to drive the future of the digital innovation ecosystem. In the era where digital advancements are reshaping industries and societies, GDIW assumes a paramount role in charting Ghana's path toward becoming an innovation hub.







Figure 1: Excerpts from the GDIW 23 Launch

## 5.2 Pre-Events

A series of pre-events were carefully planned and executed to generate excitement, build anticipation, and create a sense of community engagement among participants. Such events included the following:

### 5.2.1 Pre-Event Dialogue

To educate the general public on the benefits of attending the GDIW 2023, the organizers, together with the trilateral partners hosted a pre-event dialogue on the Hopin platform on October 12, 2023. The main topic for discussion entailed a collaborative action plan that captures commitment and fosters partnerships. The showcase of a vibrant and engaged community eager to participate in this educative event indicated that the platform was an effective medium for fostering communication, collaboration, and excitement leading up to the main event.



### 5.2.2 X Space Conversation

A team of experts engaged in a fireside chat on X space on October 24, 2023. Ato Ulzen-Appiah of KIC moderated the discussion dubbed “*Navigating the Digital Landscape*”. The conversation generated the needed social media traction for the event as tech enthusiasts and participants shared their opinions and expertise enhancing marketing and publicity for the main event.

### 5.2.3 Road to GDIW 2023

The GDIW 2023 which was under the theme: ‘*Innovate, Collaborate, Elevate: Shaping a Future of Endless Potential*’ began with regional events dubbed “*Road To GDIW*” in Tamale, Koforidua, and Kumasi, all in the Northern, Eastern, and Ashanti regions of Ghana. These regional gatherings served as dynamic platforms, effectively priming the audience, and fostering a sense of anticipation and enthusiasm that resonated throughout the Ghana Digital Innovation Week.

## 5.3 Event Day

All technical set was ready. A quick dry run was done with the event MC, two production runners and the Director. The main event commenced on the 6th of November 2023 at the Accra International Conference Centre and climaxed on the 8th of November 2023. The goal of GDIW 2023 was to organize a collaborative action plan that is committed to launching new initiatives and building the capacity of the ecosystem through panel discussions that inspire and enable networks and connections to achieve a common agenda in building an ecosystem for the transformation of all.

Prior to the event, participants were encouraged to register online through the EazyTagg platform. This digital approach ensured a smooth and efficient pre-event registration process, enabling attendees to provide necessary information and receive electronic confirmations promptly.

Upon arriving at the event venue, participants were greeted by a well-organized registration area. EazyTagg facilitated the onsite registration process by mounting tablets at the entrance, ensuring a swift and hassle-free experience for both new registrations and ticket verification. Upon successful registration and verification at the entrance, participants were issued event tags with an added touch of souvenirs. The souvenirs acted as tangible reminders of the event, creating a lasting impression on participants. Participants enjoyed a hearty breakfast, and had the opportunity to network, fostering connections and sharing their expectations.





Figure 2: Excerpts of Day 1 Registration

### 5.3.1 Opening Ceremony

The three-day event began on the 6<sup>th</sup> of November, 2023 with a vibrant morning session at the Accra International Conference Centre, setting the stage for an exciting day.

The atmosphere was electrified when the special guests Dr. Kwaku Afriyie (Minister of Environment, Science, Technology and Innovation), Romana Simon (AG. Head of Development Cooperation, German Embassy – Accra), and Honorable Ama Poma Boateng (Deputy Minister, Communications and Digitalization) arrived, marking the official commencement of the event. Notable addresses were delivered by the esteemed Israeli Ambassador H.E. Shlomit Sufa, and the Manager of Digital Transformation Centre, Mr. David Robert.



A documentary on the Evolution of Ghana's Digital Transformation was screened to provide a historical context, allowing attendees to appreciate the journey leading to this moment. The morning continued with Selorm Adadevoh, the CEO of MTN Ghana, sharing profound insights into the evolving landscape of tech. His keynote address captivated the audience, inspiring a sense of progress and potential.

Furthermore, an artistic and commemorative touch, a Spoken Word performance, and an official photography session were incorporated, celebrating the spirit of innovation. Guests had the opportunity to explore Exhibition Stands, gaining invaluable insights into the latest technological advancements and innovations that are shaping the future.

As the day drew to a close, a wrap-up and closing remarks segment provided an opportunity to reflect on the day's highlights and achievements. Following this, attendees were treated to a well-deserved lunch break, nurturing connections, and fueling enthusiasm for the days ahead. Following the lunch break was a plethora of well-curated breakout sessions.











Figure 3: Excerpts of the Opening Ceremony

### 5.3.2 Panel Discussions

Dynamic panel discussions followed, uniting key industry figures from GIZ Ghana, MoCD, Edel Technologies, and Zeepay. Extensively, the discussions stood as a cornerstone of knowledge exchange and collaborative dialogue during the event.

They served as a platform for industry experts, thought leaders and innovators to share their insights, experiences, and perspectives on critical issues such as cybersecurity in the digital age, the role of Artificial Intelligence (AI) and Machine Learning in Business, Startups and Corporate Collaborations, Inclusive Design and Accessibility in Tech among other topics that are shaping the digital industry.

The exchange of ideas and expertise enriched the event, fostering collaboration, learning, and networking. Below are some snapshots from the discussions.







Figure 4: Various Panel Discussions that Took Place

### 5.3.3 Breakout Sessions

The breakout sessions at this year's event played a crucial role in achieving the event's objectives. The sessions covered a spectrum of themes for tailored insights and knowledge sharing, skill development, and collaboration, enriching the experience of all participants. The positive feedback and enthusiastic engagement of attendees reaffirmed the value of this component within the event. Snapshots from the sessions are presented below:









Figure 5: Various Sessions of Day 1

### 5.3.4 Exhibitions

The event featured exactly forty-eight (48) out of the fifty (50) booths provided for exhibitions. Exhibitors showcased the latest in technology, including software applications, hardware solutions, artificial intelligence, blockchain, Internet of Things (IoT) innovations, and more. 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 are some excerpts from the exhibition:







Figure 6: Event Exhibitions



### 5.3.5 Digi-talk

Individuals with unique life-changing experiences took turns to share their journeys with the attendees. The conversations were not a show-off of personal achievements but a stamp of dedicated effort and determination to elevate above the hurdles of life and shape a future of endless potential through innovation and collaboration. Snapshots of the Digi-talks are highlighted below:



Figure 7: Excerpts from the Digi Talk Session

### 5.3.6 GDIW TV

GDIW TV featured a dynamic and interactive component of the Ghana Digital Innovation Week 2023, providing a virtual platform for content delivery, live streaming, and engagement. The platform hosted live interviews and engaged participants as they shared their expectations before the event and experiences during and after the event. Excerpts from the GDIW TV interactions are presented below.







Figure 8: Interactions at the GDIW TV



### 5.3.7 Entertainment

The collaboration with Games on Wheels added a new dimension of thrill to the Ghana Digital Innovation Week, projecting the organizers' commitment to providing a complete experience for participants. By integrating entertainment into the event, the organizers ensured that attendees did not only gain valuable insights from the innovation discussions but also had a memorable and enjoyable time, contributing to the overall success of the three-day celebration.



Figure 9: Participants Engaged in Gaming Activities

### 5.3.8 Closing Ceremony

The three-day event climaxed on November 8, 2023, with heightened excitement and anticipation stemming from the previous days. The final day of the Ghana Digital Innovation Week 2023, marked by the closing ceremony, was a culmination of innovation, collaboration, and celebration. As participants and esteemed guests arrived, the atmosphere buzzed with anticipation 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. The anticipation for the future was ignited in a fireside chat, where the GDIW 2024 Host Consortium offered insights into the roadmap for the next edition, paving the way for continued growth and collaboration in the digital innovation landscape. Excerpts from the closing ceremony are highlighted below:







Figure 10: Excerpts of the Closing Ceremony

*a. Awards Presentations*

The ceremony not only encapsulated the essence of the event but also served as a platform to honor excellence, inspire future innovation, and express heartfelt gratitude to all those who contributed to the success of this year's Ghana Digital Innovation Week. The ceremony proceeded with the spotlight on excellence as the Master of Ceremonies led the Awards and Recognitions segment, acknowledging outstanding contributions and innovations exhibited during the week. Below are some snapshots from the presentation of the awards.







Figure 11: Presentation of Awards

*b. Reception*

The event continued with a vibrant array of entertainment provided, setting the tone for a memorable conclusion. As 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 of fun moments from the reception are presented below:





Figure 12: Excerpts of the GDIW 23 Afterparty



## 6.0 THE STATISTICS

The table below shows the general attendance of participants for the GDIW 2023. It captures both physical and virtual attendees per day.

Day	Attendance – Physical	Attendance – Virtual	Total
1	1092	261	1353
2	961	64	1025
3	1208	128	1336
<b>Average</b>	<b>1087</b>	<b>151</b>	<b>1238</b>
<b>Total</b>	<b>3261</b>	<b>453</b>	<b>3714</b>

Table 3: General Attendees for GDIW

The chart below shows the facts and figures about the third edition of the Ghana Digital Innovation Week 2023.

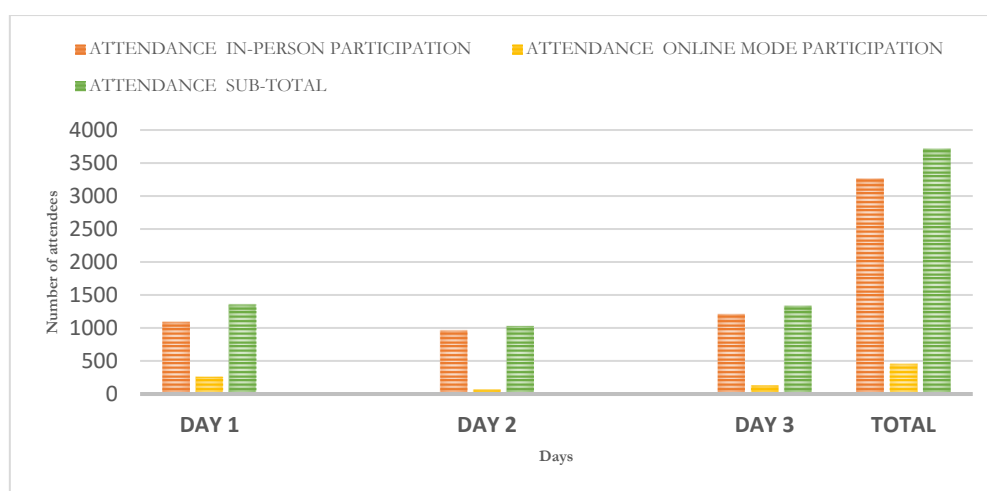


Figure 13: GDIW 2023 Attendance

Comparatively, the third edition of the Ghana Digital Innovation Week saw unprecedented progress since the inception of the annual event. The statistics in attendance, publicity, glamour, and entertainment were nothing short of remarkable achievements. In terms of publicity and participation, the 2023 edition of GDIW had impressive media coverage and attendance. With over four thousand (4000) tweets, it was not surprising that Day 2 and Day 3 of the event were in the top two X trends in Ghana. At the end of the event, a total of three thousand, seven hundred and fourteen (3,714) were recorded as attendees.



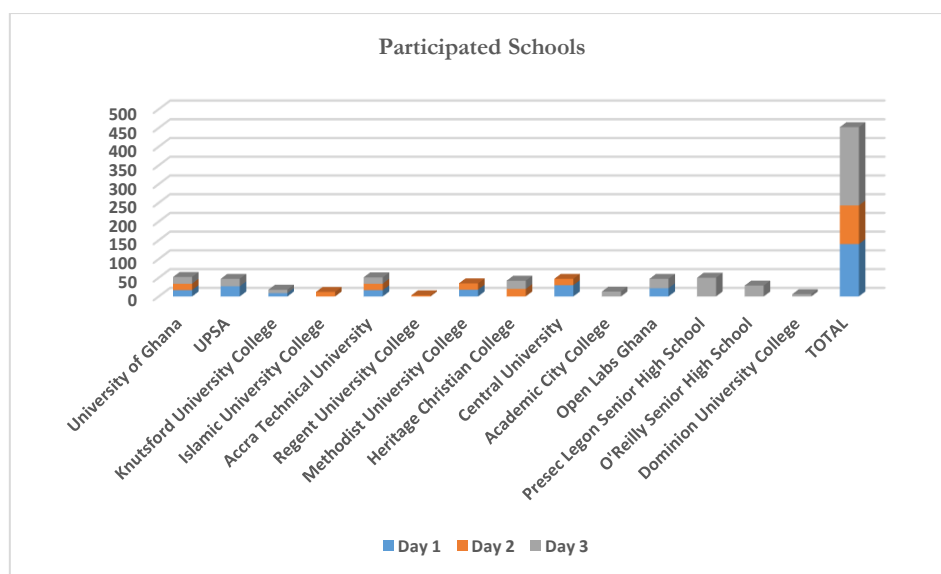


Figure 14: Participating Academic Institutions

Categorically, a total of fourteen (14) academic institutions participated at least once in the three-day event. Day one of the GDIW 2023 recorded one hundred and forty (140) students while Days two and three recorded one hundred and three (103) and two hundred and nine (209) students respectively. In summary, four hundred and fifty-two (452) students participated in the three-day event.

## 6.2 Hopin Analytics Report

The statistics below highlight the live interactions and engagement of participants on virtual platforms.

### 6.2.1 Event Statistics

Table 3 shows the virtual classification of event statistics.

No	Classification	Statistics
1	Registrants	336
2	Peak Live Attendees	64
3	Attendees	247
4	Attendees Score	7.6/10
5	Avg. Time Spent	3 hours 46 minutes
6	Turnout	74%

Table 4: Virtual Platform Interactions

### 6.2.2 Top Areas by Chat Messages

Table 4 below shows virtual interactions of top areas by Chat Messages

No	Areas	Messages	Percentage
1	Event Chat	37	22.98
2	Ghana Digital Innovation Week Opening Ceremony 2023	34	21.11



3	The Potential of AI to Drive Digital Innovation & Transformation	9	5.59
4	Lessons from Ghanaian Startups That Failed	8	4.96
5	Symposium on Regulatory & Funding in the Innovation Ecosystem	7	4.34
6	GDIW TV	6	3.72

Table 5: Chat Messages

### 6.2.3 Top Areas by Attendees

Table 5 below shows the top areas participated virtually by attendees:

No	Areas	Attendees
1	Ghana Digital Innovation Week Opening Ceremony 2023	183
2	Networking	110
3	GDIW TV	60
4	Exploring the Ashesi Innovation Ecosystem	33
5	AI for Non-Smart Phones - Introducing 'Ask Viamo Anything'	28
6	Trust in E-Commerce: Challenges and Solutions	26

Table 6: Top Areas

### 6.2.4 Top Countries/Regions by Registrants

Table 6 below shows the top virtual participation of GDIW 2023 by country.

No	Country/Region	Registrants	Percentage
1	Ghana	230	68.45
2	United States	8	2.38
3	Canada	3	0.89
4	Germany	3	0.89
5	France	2	0.6
6	Other	90	26.79

Table 7: Top Areas by Countries

## 6.3 Social Media Analytics

### 6.3.1 Overview

The Ghana Digital Innovation Week event generated significant online engagement with a total of 90k mentions across various platforms. The analysis includes 87k mentions from social media channels and 3k from non-social media sources.

### 6.3.2 Reach and Interaction

The event reached a wide audience, with a social media reach of 93,334 and a non-social media reach of 19,094. The high engagement is reflected in the 900 interactions, indicating active participation and interest from the audience.



#### 6.3.4 User-Generated Content

Participants actively contributed to the conversation, generating 85k pieces of user-generated content. This signifies a high level of involvement and interest in the event's discussions and activities.

#### 6.3.5 Sentiment Analysis

The sentiment surrounding the event was overwhelmingly positive, with 100% positive mentions and no negative mentions recorded. This positive sentiment is a testament to the success of the Ghana Digital Innovation Week and the favorable reception it received from the audience.

#### 6.3.6 Platform-Specific Insights

Twitter played a significant role in the online discussion, contributing 30k mentions. The event's hashtag #GDIW23 trended third place and first place in Ghana for days two and three respectively with discussions covering a wide range of topics such as ecosystem elevation, technological innovation, entrepreneurship, and sustainability.

#### 6.3.7 Key Themes and Topics

The contextual analysis of the discussions reveals that the event covered diverse themes, including ecosystem development, technological advancements (IoT), innovation, entrepreneurship, sustainability, and women empowerment. Collaboration, stakeholder engagement, and the importance of digital tools were also key discussion points.

#### 6.3.8 Highlights

- a. The event emphasized the importance of digital tools in fostering entrepreneurship and innovation.
- b. Collaboration and stakeholder engagement were highlighted as crucial components for success in the digital ecosystem.
- c. Women's inclusion and empowerment emerged as key themes, with specific mentions of *#WomenInclusion* and *#WomenEmpowerment*.
- d. Sustainable practices, as indicated by hashtags like *#UpcyclingBags* and *#GreenEntrepreneurs*, showcased a commitment to environmental responsibility.
- e. Positive mentions of the event's impact on Africa's representation in the global digital landscape were noted.

#### 6.3.9 Key Insight

The Ghana Digital Innovation Week event successfully leveraged social media to create a vibrant and positive online discourse. The high level of engagement, positive sentiment, and diverse range of topics discussed indicate the event's success in fostering collaboration, innovation, and sustainability within the digital ecosystem. The use of specific hashtags reflects a focus on key themes such as women's empowerment, environmental responsibility, and the power of networking. Overall, the event made a significant impact in promoting digital innovation in Ghana and beyond. Appended to this report is a detailed social media analytics report.



## 6.4 Media Coverage

GDIW 2023 invited media houses to provide coverage of the events, especially the major three event which was held at the Accra International Conference Centre from 6-8th November. The media houses that provided coverage for the major event in Accra included: Ghana News Agency, Daily Graphic, Peace FM, Joy FM, Joy News, CITI TV, CITI FM, B&FT, GHOne TV, African Eye Report, Xinhua News Agency, ClassFM Online, all from print, electronic, wire service, and digital media.

Opening ceremony (6th November): 10 media houses were officially invited to cover the opening ceremony. However, media houses that were not invited outnumbered the invited ones. Also, some media houses were not invited, however, because of their prominence and the support that they gave during the commencement of the GDIW 2023, gave way to send them the stories for publication.

### 6.4.1 Media House

#### a. Newspapers

##### i. *Daily Graphic*

Two reporters of the newspaper attended the opening ceremony and provided coverage for the event. This story appeared in the Daily Graphic newspaper on Tuesday, November 7, 2023.

Story link: <https://www.graphic.com.gh/news/general-news/ghananewsensure-ghanaians-reap-benefits-of-digitalisation-minister.html>

##### ii. *B&FT*

A reporter of the newspaper attended the opening ceremony and provided the coverage. T&T. This story appeared in the B&FT newspaper on Tuesday, November 7, 2023.

Story link: <https://thebftonline.com/2023/11/08/3rd-edition-of-gdiw-commences/>

#### b. Radio stations

##### i. *CITI FM*

A reporter from CITI FM provided the coverage for the station. He is yet to provide us with the audio recording of the story.

##### ii. *Joy FM*

A reporter from the station provided the coverage. He provided us with the audio recording of the story.

##### iii. *Peace FM*

This station aired the story written by its reporter in Twi for the understanding of people who don't understand English.



Story link:  
<https://www.facebook.com/Peace104.3FM/videos/712471480908503/?mibextid=bHQOXYW1y4AUmy7R>

### c. Digital Media

#### i. *Ghana News Agency*

A reporter did the story for the state-owned wire service

Story link: <https://gna.org.gh/2023/11/ghana-rallies-development-partners-to-share-digital-innovations/>

#### ii. *Xinhua News Agency*

The reporter of the Chinese news agency attended the event and provided coverage

Story link: <https://africachinapresscentre.org/2023/11/06/ghana-to-introduce-digital-economy-policy-to-boost-growth/#:~:text=Boateng%20said%20the%20digital%20economy,ensures%20inclusivity%20and%20economic%20growth>

#### iii. *ClassFM Online*

Story link: <https://www.classfmonline.com/news/technology/Day-1-Ghana-Digital-Innovation-Week-attracts-over-one-thousand-participants-46906>

#### iv. *Africa Commodities Report*

Story link: <https://africacommoditiesreport.com/blog/2023/11/07/ghana-muses-digital-economy-policy-to-spur-inclusive-growth/>

#### v. *Republic Online*

Story link: <https://myrepubliconline.com/2023-ghana-digital-innovation-week-opens-in-accra/>

#### vi. *African Eye Report*

Story link: <https://africaneyereport.com/day-1-ghana-digital-innovation-week-attracts-over-one-thousand-participants/>

### d. TV

#### i. *CITI TV*

CITI TV's team provided coverage for the event. Their story recording is available.

#### ii. *GbOne TV*

Story link: <https://fb.watch/ob8XunI6MQ/?mibextid=HSR2mg>



iii. *Joy News*

Story link: <https://fb.watch/oc-r8GWhht/?mibextid=RUbZ1f>

e. **Closing Ceremony**

i. *Ghana News Agency*

GNA provided coverage for the closing ceremony.

Story link: <https://gna.org.gh/2023/11/stakeholders-court-support-for-commercialisation-of-ghanaian-innovations/>

ii. *B&FT*

A reporter from the B&FT newspaper is yet to send a copy of the story.

iii. *Peace FM*

Peace FM aired the story and is yet to share the recording.

In total, **17 media houses** covered the opening and closing ceremonies of the GDIW 2023.



## 7.0 TECHNICAL INFRASTRUCTURE

The technical backbone of the event played a pivotal role in ensuring its seamless execution. The key components of the technical infrastructure included:

### 7.1 Virtual Platform (Hopin)

The HOPIN virtual platform emerged as the central nerve center, facilitating the integration of sessions, networking opportunities, and exhibition spaces. The real-time technical support was a cornerstone, addressing participant queries promptly and ensuring any technical issues were swiftly resolved.

#### 7.1.1 Testing of the Hopin Platform

The technical team conducted a pilot test of the Hopin Platform to ensure consultants understood the functionalities of the platform. During the testing, all technical hitches were identified and rectified and this gave both the technical and organizing team insight into what to expect on the platform on the main event days.

#### 7.1.2 Live Streaming and Recording

The team implemented live streaming capabilities for main hall sessions and that enabled participants to join remotely in real-time, fostering a sense of inclusivity. The comprehensive session recording also provided an invaluable archive for post-event access and future reference.

#### 7.1.3 Interactive Features

Various interactive features, including chat rooms, Q&A sessions, and polls, were strategically employed to enhance participant engagement and foster active participation.



## 8.0 POST-EVENT ENGAGEMENT PLAN

The post-event engagement plan included the following:

### 8.1 Thank You Posts

The plan kicked off with social media posts, emails, and text messages from MGA Consulting expressing utmost gratitude and indebtedness to everyone who contributed to making the event excel beyond expectations.

### 8.2 Dismantling and Clearing

The team coordinated the breakdown of event structures, including stages, booths, and exhibition spaces. Clear communication and systematic disassembly ensured that the venue returned to its original state promptly. All materials and equipment were accounted for, and the venue was left in excellent condition. The dismantling process was efficiently managed.

### 8.3 Transportation and Storage

All materials, equipment, and collateral were safely transported from the venue to designated storage facilities. The team used a systematic inventory checklist to facilitate the tracking and storage of items, streamlining the retrieval process for future events or references.

### 8.4 Equipment Return and Vendor Coordination

The organizers efficiently managed the return of rented equipment and coordinated with vendors for the seamless retrieval of their assets. Clear communication channels ensured that all parties were informed of the return process, and any outstanding issues were promptly addressed.

### 8.5 Recap Videos

Recap videos from the event were collated and reshared on various platforms including but not limited to WhatsApp, social media platforms, and GDIW TV.

### 8.6 Audience Feedback

Reflecting on the accomplishments of the event, it is imperative to recognize that continuous improvement is the path forward. Participants, including attendees, exhibitors, and session hosts were sent post-event feedback forms via SMS and Email to solicit their opinions and comments. Valuable feedback received from participants will be instrumental in refining future events, ensuring an even more enriching experience for MGA Consulting's growing community.



## 9.0 CHALLENGES

Some of the notable challenges encountered during the three-day event include:

- a. Limited period to conduct a dry run (test) for key participants such as exhibitors, moderators, innovation hubs, and speakers.
- b. Inadequate dedicated equipment in designated rooms for sessions and panel discussions.
- c. Communication gaps and unexpected vendor scheduling conflicts resulted in adjustments to the setup timeline.
- d. The integration of sophisticated audio-visual equipment and technology posed a challenge during setup.
- e. Unforeseen traffic congestion and road closures posed transportation challenges.
- f. Coordinating the timely delivery of meals for a large number of participants within scheduled breaks posed logistical challenges since the numbers were more than expected.
- g. Inadequate funding to organize the event.
- h. Limited period to plan and organize the event.
- i. Delays in decision-making to meet deadlines also posed challenges to the preparation process.

## 10.0 RECOMMENDATIONS

After careful observation during the execution of this project, MGA Consulting proposes the following recommendations necessary for stakeholders to improve subsequent events:

- a. Future events should incorporate an online training session to help participants familiarize themselves with the chosen online platform.
- b. The day of setting up equipment and conducting a dry run should be explicitly factored into the rental and planning processes for subsequent events to minimize last-minute hiccups and contribute to the overall success of the event.
- c. To save setup time and enhance efficiency, it is advisable to have dedicated equipment in each room rather than moving them between locations.
- d. It is recommended to continue evolving the event's visual identity, exploring interactive design elements, and seeking ongoing feedback for continuous improvement.
- e. In the next GDIW communication activities, there should be a balance between TV/radio media and digital media.
- f. For media coverage, we recommend that the team invite international media such as Bloomberg, BBC, Reuters, and DW TV to cover the activities of the GDIW.
- g. A dry run of MCs and other stage activities should be mandatory for the effective alignment of the program lineup.
- h. There should be much involvement of organizers, from partners and event organizers in the regional events since more attention was given to the main event which hindered its publicity.



## 11.0 CONCLUSION

The Ghana Digital Innovation Week 2023 stands as a testament to the power of thoughtful planning, seamless integration, and strategic regional pre-events. The success achieved not only during the main event but also in the pre-regional gatherings underscores the potential for creating a holistic and impactful digital innovation experience.

MGA Consulting extends our gratitude to all contributors, participants, and the organizing team for their dedication and collaborative efforts in making GDIW 2023 a resounding success. The careful orchestration of regional pre-events leading up to the main occasion proved to be a key ingredient in fostering engagement and building momentum.

The success of the event is not solely measured by the numbers but by the dynamic interactions, insightful discussions, and valuable connections forged throughout the three days. We appreciate the diverse perspectives shared by industry experts, the innovative showcases in the virtual exhibition area, and the active participation of attendees from various professional backgrounds.

As we reflect on the accomplishments of GDIW 2023, we recognize that continuous improvement is the path forward. Valuable feedback received from participants will be instrumental in refining future events, ensuring an even more enriching experience for our growing community. In the spirit of innovation and collaboration, we look forward to incorporating lessons learned, embracing new technologies, and exploring creative avenues to elevate the boundaries of digital innovation in the years to come. The success of GDIW 2023 sets a high standard, and we are committed to exceeding it in future editions.

MGA Consulting uses this opportunity to express our profound gratitude to everyone who played a role in making GDIW 2023 a milestone in the digital innovation industry. Your passion, expertise, and enthusiasm have truly made a lasting impact.



## 11.0 EVENT GALLERY





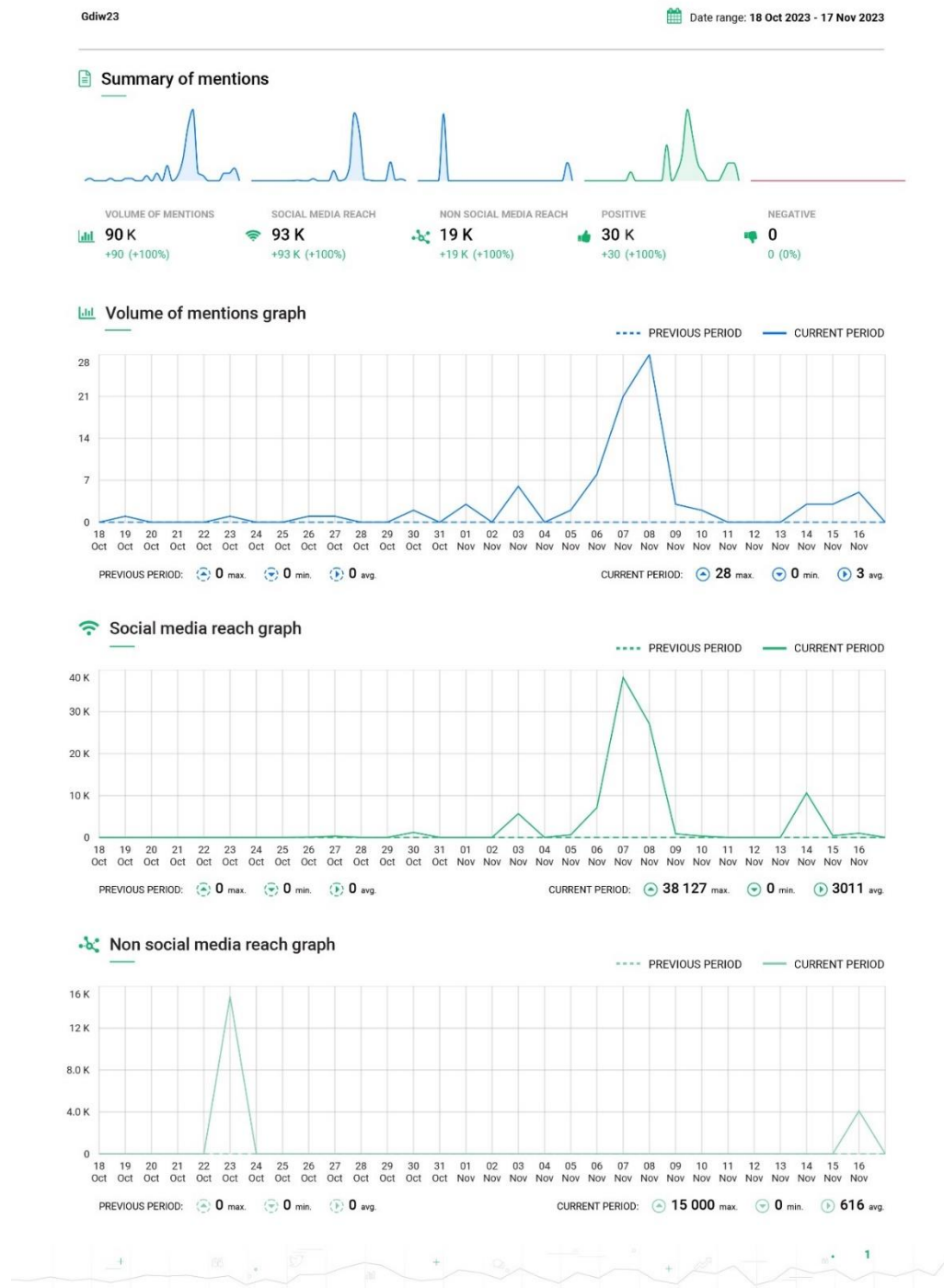


Figure 15: Moments Captured at the GDIW23



## APPENDICES

## Social Media Analytics Report





Gdiw23 | This report was generated using a trial account.

Date range: 18 Oct 2023 - 17 Nov 2023

### Mentions per category (comparing to previous period)

30 <b>+100%</b> TWITTER	49 <b>+100%</b> INSTAGRAM	0 0% FACEBOOK
6 <b>+100%</b> TIKTOK	0 0% VIDEOS	3 <b>+100%</b> NEWS
0 0% PODCASTS	0 0% FORUMS	0 0% BLOGS
2 <b>+100%</b> WEB		

### Numerical summary

90 K MENTIONS	87 K SOCIAL MEDIA MENTIONS	3 K NON-SOCIAL MENTIONS	93 334 SOCIAL MEDIA REACH
19 094 NON SOCIAL MEDIA REACH	900 INTERACTIONS	85 USER GENERATED CONTENT	810 LIKES
30 <b>100%</b> POSITIVE MENTIONS	0 0% NEGATIVE MENTIONS		30 MENTIONS FROM TWITTER

### Context of discussion

spend #ecosystem elevate president #gdiw23 tech iot innovate agyemang foster entrepreneurship habit day network lifelong  
 think #tiktoknews #digital listen stakeholder #Upcyclingbags #technology explore collaboration #WomenInclusion successful #digitaltools #innovation  
 traditional #womenEmpowerment morning founder recycle joshua fly #tiktokviral programme fair africa #africa woman aim  
 #collaboration the Ghana Digital Innovation Week good tool hugely representation african global collaborate abreast disruptive  
 approach wing #GreenEntrepreneurs final #LifeWear learning digital embrace believe #ghana challenge #Africanleadersmagazine local  
 business time life The Power Of Networking ghana ensure adopt trashybagsafrica revolution achieve #tbt hub giz  
 learn encourage neip national innovation opoku moriawear way #elevate box use everyday participant

























Gdiw23 | This report was generated using a trial account.

Date range: 18 Oct 2023 - 17 Nov 2023

## ★ Most popular mentions

1		Blossom Academy participated instagram.com	2023-11-08 10:17
		learning and immense enthusiasm have filled this remarkable event. #gdiw23 #blossomacademy #blos...	
2		The Ghana Enterprise Agency instagram.com	2023-11-08 23:48
		empower informal and female micro-entrepreneurship in peri-urban areas. #GDIW23 #DTC #Transform...	
3		A happy comic lover with an instagram.com	2023-11-06 06:44
		mythological characters #mythology #africa #comics #comic #comicbooks #gdiw #gdiw23 #ghana #inn...	
4		It's a wrap! It's been an exh instagram.com	2023-11-08 11:11
		all at our next event! Watch this space #GDIW23 #CopiatoAI #conversationalAI #AI #aiafrica	
5		Exciting news! The Ghana Di... instagram.com	2023-10-30 00:20
		Digital Festival: https://gdiw.com.gh/pre-register/ Let's innovate and elevate together!	
6		jaybrew3690 tiktok.com	2023-11-07 15:31
		Ghana Digital Innovation Week - Innovate, Collaborate, Elevate! #GDIW23 #thebrewshow	
7		alvispaul tiktok.com	2023-11-07 08:24
		conference center #innovate #collaborate #elevate #GDIW23	
8		As Ghana Digital Innovation instagram.com	2023-11-09 08:00
		potential, and we did just that. Thanks to #GDIW23 for the platform and to all the [...] and exc...	
9		Join Us at the Ghana Digital instagram.com	2023-10-30 11:35
		career opportunities and network with fellow tech enthusiasts. #WorkwithAmalTech #GDIW23 GIZ Ghana	
10		We were present for Day one of instagram.com	2023-11-06 08:33
		to INNOVATE, COLLABORATE, AND ELEVATE! See you there tomorrow . . . #GDIW23 #solartaxi #LetInnova...	

## 👍 Recent mentions

1		I believe I can fly in mori... instagram.com	2023-11-16 09:16
		...with trashybagsafrica's recycled wings #GreenEntrepreneurs #gdiw23 #LifeWear #Upcyclingbags	
2		Good Governance for Digital afropages.fr	2023-11-16 07:27
		...final day of the Ghana Digital Innovation Week ( GDIW23), I spent some time with Joshua Opoku...	
3		Good Governance for Digital modernghana.com	2023-11-16 06:30
		...Digital Innovation Week (#GDIW23), I spent some...in AI development At #GDIW23, I had an...	
4		african.leaders.m tiktok.com	2023-11-16 06:05
		...new heights. #Africanleadersmagazine #digital #GDIW23 #innovation #collaboration #technology...	
5		Hello, good morning! #tbt to a instagram.com	2023-11-16 02:35
		Hello, good morning! #tbt to a hugely successful #gdiw23 Innovate. Collaborate. Elevate	
6		The Power Of Networking and instagram.com	2023-11-15 12:57
		The Power Of Networking and learning . #gdiw23	
7		The Power Of Networking and instagram.com	2023-11-15 12:57
		The Power Of Networking and learning . #gdiw23	
8		Let's throwback to the instagram.com	2023-11-15 03:27
		...with the digital revolution. #GDIW23 #womenEmpowerment #digitaltools #WomenInclusion GIZ...	
9		Xilla_inc twitter.com	2023-11-14 12:56
		...#renewableenergy #sustainableenergy #ghana #technology #africa #gdiw23 https://t.co/eNWSrK9f	
10		Xilla_inc twitter.com	2023-11-14 08:58
		...#sustainableenergy #ghana #technology #africa #gdiw23 #TV3 #UTV #Bawumia #MOI #MX24...	





Gdiw23 | This report was generated using a trial account.

Date range: 18 Oct 2023 - 17 Nov 2023

### Most active public profiles

	PROFILE	SOURCE	FOLLOWERS	MENTIONS
1	jaybrew3690		307	3
2	JoyAdevu		17	3
3	gdiw23		433	2
4	Xilla_inc		35	2
5	ViamoGlobal		1808	2
6	xilla_inc		7	1
7	alvispaul		1090	1
8	african.leaders.m		28	1
9	zealotbiz		65	1
10	oocetm		3185	1
11	ojesanmi_oyin		133	1
12	mysterpratt		633	1
13	mula9991		170	1
14	mckin_love		11 833	1
15	i_am_anoerd		453	1
16	hapaSpace		2487	1
17	giz_ghana		3658	1
18	darkwa_men41805		32	1
19	asaanapay		22	1
20	addo68667		N/A	1

### Top public profiles

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	Xilla_inc		11.357%	10 600
2	gdiw23		10.607%	9900
3	jaybrew3690		7.5%	7000
4	JoyAdevu		6.75%	6300
5	BisaSarkodie		5.786%	5400
6	mckin_love		4.821%	4500
7	ReluInteractive		4.821%	4500
8	hapaSpace		4.5%	4200
9	Vhardy69		4.5%	4200
10	oocetm		3.75%	3500
11	mysterpratt		3%	2800
12	mula9991		3%	2800
13	ViamoGlobal		3%	2800
14	alvispaul		2.786%	2600
15	ojesanmi_oyin		2.25%	2100
16	giz_ghana		2.25%	2100
17	asaanapay		1.5%	1400
18	YungboyBig		1.5%	1400
19	zealotbiz		0.75%	700
20	darkwa_men41805		0.75%	700





**Gdiw23** | This report was generated using a trial account.

 Date range: 18 Oct 2023 - 17 Nov 2023

### Most active sites

	SITE	 MENTIONS
1	instagram.com	49
2	twitter.com	30
3	tiktok.com	6
4	linkedin.com	2
5	modernghana.com	1
6	groups.google.com	1
7	afropages.fr	1

 **Most influential sites**

	SITE	 VISITS	 INFLUENCE SCORE
1	instagram.com	6.9 B	10 /10
2	twitter.com	6.3 B	10 /10
3	tiktok.com	2.4 B	10 /10
4	linkedin.com	1.9 B	10 /10
5	groups.google.com	29 M	9 /10
6	modernghana.com	653 873	6 /10
7	afropages.fr	27 503	3 /10



Gdiw23 | This report was generated using a trial account.

Date range: 18 Oct 2023 - 17 Nov 2023

## # Trending hashtags

	HASHTAG	MENTIONS
1	#gdiw23	81
2	#gdiw	25
3	#ghana	12
4	#africa	9
5	#gdiw2023	9
6	#letsinnovatetogether	9
7	#innovation	6
8	#wearehapa	6
9	#technology	6
10	#hapaspace	5
11	#innovateghanatogether	5
12	#hapaspaceimpact	5
13	#ghanadigitalinnovationweek	4
14	#gdiw23kumasi	4
15	#ai	4
16	#electricvehicles	3
17	#thebrewshow	3
18	#digitaltransformation	3
19	#roadtogdiw	3
20	#solartaxi	3









### List of Session Hosts

S/N	Name Of Company	Session Title
1.	Viamo Inc	AI for non-smart phones - Introducing 'Ask Viamo Anything'
2	Ghana Hubs Network	Collaboration for strengthening the innovation ecosystem in Ghana
3	The GDIW Team	Collaborative Action Plan Input session
4	University of Ghana- AI research	Potential of AI to drive digital innovation and technological transformation in Ghana
5	Pan-African E-commerce Initiative	Trust in E-Commerce: Challenges and Solutions
6	Fab City Foundation	Shaping the future of makerspaces in Africa
7	Sacrefilms	Inclusive Design in Digital Media: Crafting for All Audiences
8	Ministry of Communication and Digitalization	Donor Coordination
9	Sustainify	Driving Sustainable Change: Sustainify's Role in Combating Climate Change
10	Design Thinking Ghana	Integrate Digital Tools into Your Workflow: The Role of Design Thinking
11	Institute of Liberty and Policy Innovation -	"Blockchain Scams: understanding
12	Apercu Consulting	Data storytelling for media professionals
13	OA Pay	Lessons learned from implementing a Western Europe -> Africa Payment Platform
14	Esports Association	Esports: Catalyst to Digital Workforce and the future of work.
15	Ashesi University	Exploring the Ashesi Innovation Ecosystem
16	Motiv - Innovation Village Creative Panel	Creating an Enabling Ecosystem for the Creative Economy in Ghana
17	Impact Investing (GIIRIC)	Leveraging Digital Technologies to Drive Research and Industry Collaboration
18	Growth Africa Frontiers	User-Centered Approaches to Accelerating Digital Transformation in Small Growing Businesses.
19	DigiCAP.gh project/GIBT/AFOS Foundation	Career Support for Female in Tech
20	Eight Geeks at Law	The Law as an Enabler of Digital Innovation
21	GBS	BPO Summit
22	UNCDF	Leveraging Sex-Disaggregated Data for Women's Financial Inclusion in Ghana – The Fintechs Perspective
23	GIG Economy	Gig Economy: Fostering Favourable Framework Conditions for Fair Work
25	Fair Forward	Artificial Intelligence for Precision Agriculture in Ghana
26	IDIA	Equity and Innovation in Digital Transformation: Bridging the Divide
27	Studio 3 Animation / Digital Fashion	Elevating Style in the Digital Realm: Virtual Influencers Redefining Fashion and Amplifying Brand Engagement in the Digital Era
28	INOVTECH STEM CENTER	Unlocking STEM Potential: Robotics Training Session
29	Make-IT in Africa	Mainstreaming Climate Change Actions
30	Ubadi Technologies and Building Bytes Podcast	Lessons from Ghanaian Startups That Failed
31	MESTI	Who will Finance Ghana's Innovation
32	Indelibl Arts	SHARING THE NARRATIVE



33	AMP Health and GHS	Transforming referral systems in maternal and newborn health through digital innovation
34	GIZ Ghana (Digital Transformation Centre)	DTC Coordination Workshop
35	GFA Consulting GmbH	Bridging the Digital Divide: Strategies to include peri-urban populations in digital services
36	DTC Nigeria	Cooperation: A Tool for Digital Transformation in Nigeria
37	National Entrepreneurship and Innovation Programme (NEIP)	Symposium on Regulatory and Funding in the Innovation Ecosystem and Launch of Benchmarking
38	Omni Strategies	Social Engineering Trends in a Digitized Ghanaian Economy
39	MoTIV Africa	\$10K Challenge Pitch Session
40	MASHAV in collaboration with Ashesi	College Innovation Workshop
41	UNICEF	Youth-Led Innovation: Driving Digital Public Goods in Ghana
42	NEIP- Hubs Accelerator Program	Benefits/Impact of our Hubs Accelerator Programme
43	Gamers Association	The Game Development and E-sports Industry in Ghana: A Panel Discussion with the Major Players
44	WIDU	"Empowering Ghana's Informal Entrepreneurs: A Data-Driven Approach to Business Coaching and Funding
45	GEA	MoU Signing
46	MEST	Investor Readiness Workshop

### List of Exhibitors

S/N	Name of Exhibitor	S/N	Name of Exhibitor
1	AsaanaPay	25	Giftpal Africa
2	MedTrack Technologies	26	Tactical Intelligence Security Ltd
3	Skyfusion	27	eGotickets Limited
4	Cross Switch	28	Androit Bureau
5	Vtomhub Ltd	29	BFT
6	Solis Finance	30	Ghud power
7	Heritors Labs Limited	31	GIZ Projects Booth
8	Wow Logbook	32	DTC Booth
9	African women amplified	33	WIDU
10	Azubi Africa	34	DTC Nigeria
11	LbH LC	35	UNCDF
12	Waffle Technologies Ltd	36	International trade Center
13	AMALITECH GHANA LTD	37	Blosom Academy
14	eCampus LLC	38	SacreFilms
15	mNotify Company Limited	39	Ashesi University
16	Bethniel Financial Technology	40	MOCD
17	THE MAKERSPLACE	41	MESTI
18	FITA Autotech (by Green Hopper)	42	Accra Digital Center
19	Copianto AI	43	AsaanaPay
20	Built Financial Technologies	44	MedTrack Technologies
21	Bountiful Technologies Co Ltd	45	Skyfusion
22	IoT Network Hub	46	Cross Switch
23	STEMAIDE Africa	47	Vtomhub Ltd



24	Infinity Principle Technologies	48	Solis Finance
----	---------------------------------	----	---------------



## POWERED BY



Implemented by:  
**giz**  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



## PARTNERS



## SUPPORTED BY



## MEDIA PARTNERS

