Digital Media Databy
Ms Im Sopheap

Work/Study program in digital services.
Model designed to break the cycle of poverty through education and employment.

Study Program targets low income families and people with disabilities.
Includes courses in computers, English, life skills and specialty vocational IT topics.
DDD provides scholarships and allows students time to work during study to reduce financially caused drop out.

Work Program provides various data services.
Some clients like the social aspect of DDD but demand good value, quality and timely service.

600 DDD graduates. Some employed by DDD, most find work elsewhere.

DDD has used third party evaluators to assess its social impact.
Participators have seen increases in monthly earnings and quality of life.

It is crucial for DDD to make a profit to allow full funding of the work/study program.

CodeInGate
Monkol

Outsource high tec solutions - established June 2013, launched October 2013.
Vision - leverage IT through collective genius.
Mission - Inspire and challenge young, talented leaders to create technology that matters.

Challenge - finding best people who are committed to make the business happen. Need people who have good attitudes, skills and concentration.

CodeInGate found these students, but they had no IT equipment, therefor Skill-Exchange-Laptop was developed - IT work in exchange for laptops. This program grew quickly.

Found clients to be very supportive and liked CodeInGate's focus on quality and value, as well as the social aspect.

Skill empowerment of the student staff is very important, therefore training is given. Team work is vital, in environments which encourage team building.

The business has received $10k overseas investment. Now employs 13 staff full-time to allow the business to deliver on promises made to its clients.

Grit Learning
Robert Esposito

Uses IT to enhance learning by bridging education gaps.
At present, school enrollment is fine, but not clear if lower socioeconomic students are learning.
Standard/traditional methods of teaching often don't facilitate communication effectively.

Grit Learning provides a virtual classroom which has been coordinated with school curriculums. It is an app for tablets which provides a platform for student education.
Teachers and /or Grit Learning can create interactive options for students to stimulate learning. Rewards for success encourage motivation - stars are awarded and these appear on student profiles. Found need to focus students on the learning objectives, therefore have developed tests which must be passed before the student can move up to the next level.

The app has group learning capabilities as it has been identified that this facilitates learning for younger students.

Have seen significant improvement in test scores, in very short time, with tablet based learning. Also children enjoy learning.

Found to accelerate learning, increase curiosity, problem learning skills and digital literacy.

Tablets currently $100-200 and will fall in price.
The app will be free to download from Google Play.

In future Grit Learning will provide global curriculums.
The app requires low investment but provides high level of return.

Yejj Foundation
Trevor Sworn

New methods of advertising due to social media.
Facebook advertising is cheaper, quicker and has a greater audience penetration than traditional print media.

The building of personal relationships is the new style of marketing and advertising through social media.

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Break Out Sessions

Trevor - ‘How will you use social media to get your message out?’

Must have a strategy.
Need statistics to allow this. Facebook provides data on users. Businesses can then tailor their advertising content to specific users.

Social media allows free/cheap empowerment of start-ups by giving them the same communication capabilities as established multi-nationals.
Allows start-ups to access new people and create and grow networks.

Relationships are vital - Must advertise as if talking to a person, ask questions and engage in a dialogue, then present your business's services. Don't just 'tell them' as with traditional marketing.

Social media is flooded with advertising therefore must stand out.
The interface is also getting smaller - smaller screens - therefore must be very visual and eye catching. Important to vary messages slightly each time.
Timing is vital - post over long weekends (Sat-Mon) and in evenings.
Can focus message very specifically - eg country, age, gender etc - Facebook can provide this information.

Social media is killing print media.
Likely a new 'Facebook' will be in future, likely more adapted to focus on individual's personal interests. It equalizes Cambodia with the rest of the world - all have opportunity to send out messages. Facebook penetration is very high in Cambodia, also Middle East and Africa.

Difficult to stand out from crowd - need to continuously build, be tactical, allow a number of people in an organization work with social media to ensure a regular presence, need targets.

Is fine to delete negative comments. Don't tag yourself in advertising images.
One sixth of global population on Facebook so excellent tool.

**Monkol - 'What obstacles prevent you from starting up a company?''**

No clear business plan  
Poor communication - internal and external  
Not the right people/team  
Lack of connections  
Poor commitment

**Monkol - 'If you have an idea, what is the best approach to make it happen?''**

Need market research  
Gain understanding of the market  
Solid business plan  
Test the market  
Get feedback from variety of sources  
Find good, positive people  
If fail, keep moving

**Robert - 'How can ICT ensure all students have an equal chance of success?''**

Ethical concerns using IT and hardware - environment and method of production of devices.  
Tablet industry must address the issue and consumers must voice concerns - cannot be the role of a software provider, though they can lobby.

Issue of isolation and disconnection of tablet users - Grit Learning have introduced collaborative groups which have demonstrated increases in sharing and collaborative learning amongst students.  
Cannot control isolation - education must come from teachers and providers must remain aware.

Tablets can offer a window to an otherwise inaccessible world and allow for new socialization.  
Need to teach teachers about ICT - integrate training into teachers training nationally.  
Need to ensure the tablet is connected to outside world activities - need teachers to assist in this transition.  
Must be aware of child protection issues - Grit has strict policies to restrict collection and circulation of data on students.  
Other providers do abuse the information gathered to tailor marketing.  
Governments must tackle relevant privacy laws.