



Enhancing Employability of Youth in Cultural and Creative Industries

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Entrepreneurship Skills Manual Topic Digital Skills and Technologies Workshops WP2/A5

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Executive Summary

The workshops are part of our comprehensive training methodology for the Digital Skills and Technologies module of the EPICURIOUS Entrepreneurship Skills Manual. This module is designed to equip youth with essential digital literacy skills, covering areas such as productivity software, online security, social media management, and digital marketing. The training is learner-centred, interactive, and practical, incorporating theory, exercises, case studies, and expert tips. We've also planned hands-on workshops to reinforce learning and encourage active participation. These sessions will provide hands-on experiences with digital tools and enable participants to exchange feedback and discuss challenges and solutions.

Our approach is flexible, accommodating both online and in-person learning environments. Continuous evaluation and feedback loops are integrated to ensure the training remains relevant and effective.

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1. Workshop 1 - Editing Tools Use

Introduction: This workshop aims to provide participants with hands-on experience in using common productivity tools like Microsoft Word, Excel, and PowerPoint.

Scope: The workshop covers the basics of word processing, spreadsheet management, and presentation creation.

Objectives :

-To understand the functionalities of Microsoft Word, Excel, and PowerPoint.

-To create simple documents, spreadsheets, and presentations.

Learning Outcomes: Participants will leave with a basic but solid understanding of how to use these tools for everyday tasks, both in the workplace and for personal use.

Total time: 2 hr

1.1 Workshop Outline

| Time Required | Activity and Description | Materials Needed | Outcome (If applicable) |
|---------------|---|-------------------------------------|--|
| 10 m | Welcoming Participants | No materials | N/A |
| 15 m | Introduction of the facilitator and background / Introduction of the participants (Icebreaking game) | Icebreaking game materials | N/A |
| 10 m | Introduction to the topic of Productivity Tools | PowerPoint slides | N/A |
| 30 m | Participants will create a one-page document in Word incorporating text formatting, bullet points, and images | Computers with Microsoft Word | Hands-on experience in Word |
| 40 m | Participants will create a simple budget spreadsheet in Excel | Computers with Microsoft Excel | Hands-on experience in Excel |
| 15 m | Presentation phase: Participants will create a 5-slide presentation in PowerPoint | Computers with Microsoft PowerPoint | Hands-on experience in PowerPoint |
| 20 m | Discussion session about the importance of these tools in the workplace and sharing of tips and tricks | Flipchart and board markers | Collective understanding and sharing of best practices |

2. Workshop 2 – Online Security

Introduction: This workshop is designed to educate participants on the importance of online security and provide them with hands-on experience in implementing secure practices.

Scope: The workshop will cover phishing, password management, and safe browsing practices.

Objectives :

- To understand the importance of online security.
- To identify phishing attempts and create strong passwords.

Learning Outcomes: Participants will understand the importance of online security and will be equipped with practical skills to protect themselves online.

Total time: 2 hr

2.1 Workshop Outline

| Time Required | Activity and Description | Materials Needed | Outcome (If applicable) |
|---------------|---|--------------------------------|--|
| 10 m | Welcoming Participants | No materials | N/A |
| 15 m | Introduction of the facilitator and background / Introduction of the participants (Icebreaking game) | Icebreaking game materials | N/A |
| 10 m | Introduction to the topic of Online Security | PowerPoint slides | N/A |
| 30 m | Phishing Simulation: Participants will analyse various email samples to identify phishing attempts | Sample phishing emails | Understanding of phishing threats |
| 40 m | Password Management: Participants will create a strong password and set up two-factor authentication for a mock account | Computers, Mock accounts | Hands-on experience in password management |
| 15 m | Presentation phase: Participants will be guided through the process of identifying secure and insecure websites | Computers with Internet access | Understanding of secure browsing |
| 20 m | Discussion session about personal experiences with online threats and sharing of best practices | Flipchart and board markers | Collective understanding and sharing of best practices |

3. Workshop 3 - Social Media Management

Introduction: This workshop aims to provide participants with practical skills in managing social media platforms for personal or business use.

Scope: The workshop will cover Facebook, Twitter, Instagram, and LinkedIn.

Objectives :

- To understand the functionalities of major social media platforms.
- To create and manage a social media profile.

Learning Outcomes: Participants will be able to create, manage, and optimize social media profiles for various purposes.

Total time: 2 hr

3.1 Workshop Outline

| Time Required | Activity and Description | Materials Needed | Outcome (If applicable) |
|---------------|---|--------------------------------|--|
| 10 m | Welcoming Participants | No materials | N/A |
| 15 m | Introduction of the facilitator and background / Introduction of the participants (Icebreaking game) | Icebreaking game materials | N/A |
| 10 m | Introduction to Social Media Platforms | PowerPoint slides | N/A |
| 30 m | Create a Facebook Business Page: Participants will set up a mock Facebook business page | Computers with Internet access | Hands-on experience with Facebook |
| 40 m | Twitter Engagement: Participants will draft tweets and learn about hashtags and mentions | Computers with Internet access | Hands-on experience with Twitter |
| 15 m | LinkedIn Networking: Participants will learn how to connect and engage with professionals on LinkedIn | Computers with Internet access | Hands-on experience with LinkedIn |
| 20 m | Discussion session about social media strategies and sharing of best practices | Flipchart and board markers | Collective understanding and sharing of best practices |

4. Workshop 4 -SEO & PPC introduction

Introduction: This workshop is designed to introduce participants to the basics of digital marketing, including SEO and PPC advertising.

Scope: The workshop will cover search engine optimization, pay-per-click advertising, and email marketing.

Objectives :

-To understand the basics of digital marketing.

-To create a simple digital marketing plan.

Learning Outcomes: Participants will understand the key components of digital marketing and how to implement them in a business context.

Total time: 2 hr

4.1 Workshop Outline

| Time Required | Activity and Description | Materials Needed | Outcome (If applicable) |
|---------------|--|--------------------------------|--|
| 10 m | Welcoming Participants | No materials | N/A |
| 15 m | Introduction of the facilitator and background / Introduction of the participants (Icebreaking game) | Icebreaking game materials | N/A |
| 10 m | Introduction to Digital Marketing | PowerPoint slides | N/A |
| 30 m | SEO Basics: Participants will learn how to optimize a webpage for search engines | Computers with Internet access | Understanding of SEO |
| 40 m | PPC Campaign: Participants will create a mock PPC campaign using Google Ads | Computers with Internet access | Hands-on experience with PPC |
| 15 m | Email Marketing: Participants will draft a sample email for a marketing campaign | Computers with email software | Hands-on experience with email marketing |
| 20 m | Discussion session about digital marketing strategies and sharing of best practices | Flipchart and board markers | Collective understanding and sharing of best practices |

5. Workshop 5 - Implementing AI in Creative Projects

Introduction: This workshop is aimed at demystifying Artificial Intelligence (AI) for creatives and professionals within the Cultural and Creative Industries (CCI).

Scope: The workshop introduces participants to basic AI concepts, tools, and applications relevant to CCI, covering areas such as content creation, data analysis, and user experience enhancement.

Objectives:

- To provide an understanding of AI and its potential within CCI.
- To equip participants with the skills to start implementing AI tools in their work.

Learning Outcomes: Participants will leave with a foundational understanding of AI applications in CCI, inspired by real-world examples

Total time: 2 hr

5.1 Workshop Outline

| Time Required | Activity and Description | Materials Needed | Outcome applicable) (If |
|---------------|--|--|--|
| 10 m | Welcoming Participants | No materials | N/A |
| 15 m | Introduction of the facilitator and background / Introduction of the participants (Icebreaking game) | Icebreaking game materials | N/A |
| 10 m | Introduction to the topic of Artificial Intelligence in CCI | PowerPoint slides | N/A |
| 30 m | Exploring AI Tools: An overview of accessible AI tools for content creation, data analysis, and user engagement | Computers with Internet access | Familiarity with various AI tools and their capabilities |
| 40 m | Hands-on AI Experience: Participants will use a simple AI tool to generate content or analyze data, relevant to their field | Computers with Internet access, AI tool accounts | Hands-on experience with an AI tool |
| 15 m | Group Discussion: Sharing experiences and insights on how AI can be integrated into creative processes | Flipchart and board markers | Collective understanding and idea sharing |
| 20 m | Strategy Building: Participants will brainstorm and outline a strategy for incorporating AI into an existing or future project | Flipchart and board markers, Sticky notes | Draft plan for AI integration in a creative project |

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