



AFRICAN WOMEN
IN TECHNOLOGY
SALES

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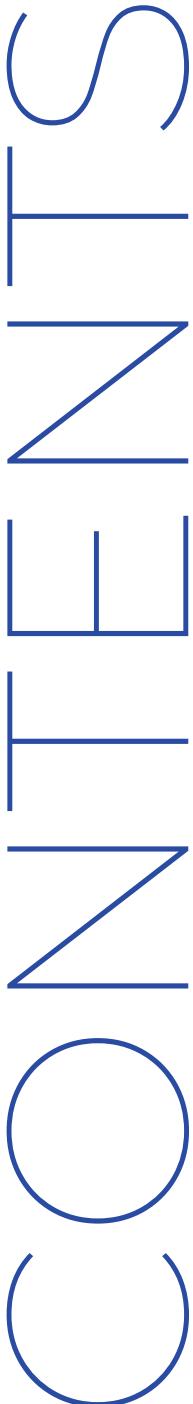


TechSheroes Rise Conference

POWERED BY:

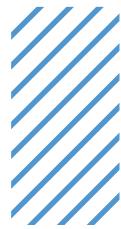


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INTRODUCTION



African Women In Technology Sales is an initiative powered by Retention Concierge a Digital Transformation focused company based out of Lagos Nigeria.

The initiative seeks to contribute to moving African economies from Employment and mineral-focused to skill and knowledge-driven.

2024 Unemployment trends - Africa

According to Statista , South Africa is expected to register the highest unemployment rate in Africa in 2024, with around **30 percent** of the country's labor force being unemployed.

Djibouti and Eswatini followed, with unemployment reaching roughly **28 percent and 25 percent**, respectively. On the other hand, the lowest unemployment rates in Africa were in Niger and Burundi.

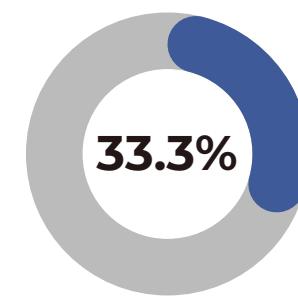
The Solution

AWITS will therefore launch her pioneer project the " Tech Sheroes Rise Conference 2024" a virtual technology sales training camp that will empower between 100 and 1000 with the requisite skills to either launch small businesses in tech sales or become better positioned for international remote tech sales roles.

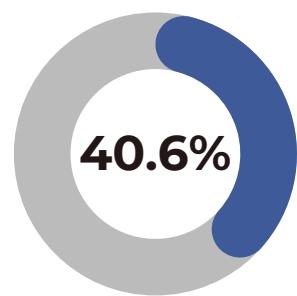
The report also states that the incoming administration will face a deeply rooted challenging environment, characterized by fragile and slow economic growth and challenges in the foreign exchange market.

Unemployment Trend - Nigeria

2023



2024



According to the Nigerian Bureau of Statistics, the unemployment rate in Nigeria is currently **33.3%**. However, a report by KPMG predicted that the unemployment rate will rise to 40.6% in 2023 due to the slower-than-required economic growth and the inability of the economy to absorb the 4-5 million new entrants into the Nigerian job market every year.

TECH SHEROES RISE 2024!

An opportunity to be taught and mentored by Global leaders in the technology sales space. This transformative experience will set participants on the path to improved personal economies, entrepreneurship, and more.

Technology has always played a vital role in economic development, but its impact has become increasingly significant in recent decades. Technological advancements have led to new industries and products, increased productivity, and improved efficiency in existing industries.

With an increase in technology products being shipped globally comes the need for scale. This has created a market for skilled technology sales people who are able to communicate the value of tech innovation and solutions to those whose challenges it can solve.

The maiden edition of Techsheroes Rise will act as a catalyst to position African women as the choice talent not just for employers who want to scale their products but economies that want to attract foreign investment , promote skill development and grow sustainably.



"The most significant barrier to female leadership is the actual lack of females in leadership. The best advice I can give to women is to go out and start something, ideally their own businesses. If you can't see a path for leadership within your own company, go blaze a trail of your own."

Safra Catz
CEO of Oracle

SPEAKER REQUEST

Dear Tech Leader,

I would like to invite you to be a guest speaker at the maiden edition of TechSheroes Rise Africa virtual conference set to take place on the 28th of March 2024. The virtual conference is focused on transferring valuable skills and knowledge from industry experts to potential leaders who are either currently unemployed or economically challenged.

Amid economic uncertainties across Africa, Technology Sales Skills can indeed be a powerful force for personal and economic growth. It is therefore essential to empower the next generation with the knowledge and motivation to overcome obstacles and contribute to the revitalization of our economies.

As an industry leader, we believe that your insights will be of immense value to our attendees.

Knowledge & Skill Transfer

01

Transfer skills that will impact participants personal growth , first with knowledge of technology sales then the attributes of a successful tech sales person to help in building confidence, resilience, and a proactive mindset. These qualities are valuable in all aspects of life.

Empower African Economies

02

Technology Sales is an avenue to export knowlege that attracts foreign investment. By transferring value to participants you become an active catalyst for creating an ecosystem of solo entreprenuers and possible remote international employees there by triggering a positive ripple effect on African economies.

Impact

03

As an African professional we encourage you to continue to take up the mandate for social justice, economic development and environmental sustainablity. Partnering with AWITS as a conferece speaker is one way to make impact that can potentially transform lives.

SPONSORSHIP

Your support can be a transformative force, even in challenging times in the African economic landscape.

Join us as we bring experts from Africa's leading brands together to discuss and impart the next generation of Africa's technology sales leaders.

Sponsor Category	Sponsor Commitment	Sponsor Benefit
Financial Sponsorship	Mint - \$1000 Light -\$5000 Star - \$10,000	<ul style="list-style-type: none">• Web & Social Mentions• All mint benefits + Sponsored social mentions for one month +speaking slot• Mint & Light + Outdoor billboard , Solo print publicity + 3 empowerment slots.
Talent Sponsorship	Give a participant a paid internship opportunity	<ul style="list-style-type: none">• Web & Social Mentions + sponsored pre event publicity
Gift & Voucher Sponsorship	Give goodie bags or gift vouchers to participants	<ul style="list-style-type: none">• Web & Social mentions + pre event sponsored publicity

CONFERENCE DAY

MARCH 28TH - 2024

Dear [Conference Participants],

Today marks the commencement of a transformative journey—an expedition towards empowerment, resilience, and growth. As we gather for this conference, let's embrace the knowledge, insights, and inspiration that will pave the way for positive change.

The journey ahead is filled with opportunities to learn, connect, and empower one another. Together, we embark on a path that leads to brighter futures and strengthened communities.

May this day be the catalyst for new beginnings, and may the knowledge shared propel us forward towards a better, empowered tomorrow.

Let the journey begin!



TO OUR SPONSORS

Thank you for choosing to be a part of the TechSheroes Rise conference. The benefits of your support transcend from PR to Programs that will drive economic value.



Mint Sponsors

With your help, we will empower one participant with a smart mobile device and one-year mentorship to start their tech sales journey as freelancers.

Light Sponsors

With your help, we will empower one participant with a laptop, and office space for one year to start their tech sales journey as solo- entrepreneurs



Star Sponsors

With your help, we will empower three participants with a laptop, and office space for one year to start their tech sales journey as solo- entrepreneurs

Transforming African economies from employment-dependent to skill-driven.

LET'S CONNECT!



CONTACT US.

TODAY!

SPONSORSHIP / PARTNERSHIP
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