



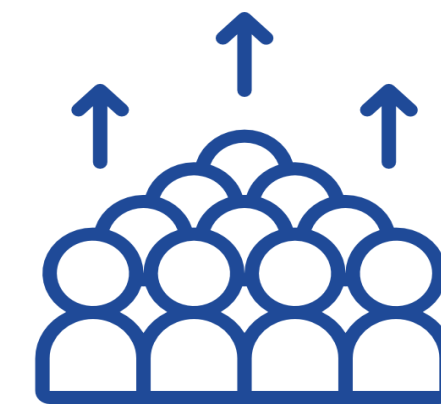
Youth Ambassadors Program





The ICTforAg 2022 Youth Ambassadors Program aims to engage and support 25-30 future thought leaders and change-makers in the digital agriculture ecosystem.

Key Benefits for Youth Ambassadors



Learn best practices in developing and facilitating engagement for a diverse global audience

Hands-on training in curating and creating multiple forms of content for different platforms

Shape the conversation at ICTforAg by contributing to session design and research

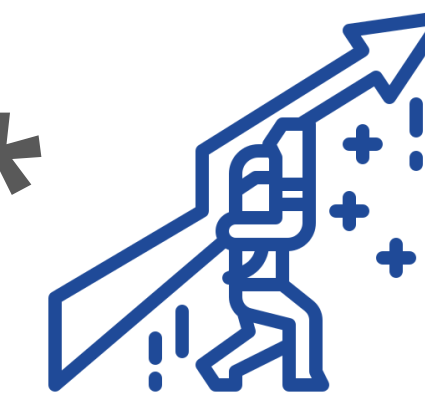
Showcase their knowledge, skills and views on digital agriculture to a global audience

Individualized mentorship and guidance related to the digital agriculture sector

Expand and grow their professional network globally through curated expert engagement



Youth Ambassadors will be involved in*



Content Sourcing and Dissemination

Help source relevant stories pertaining to ICTforAg or interesting videos in the space that can be included as part of the social sessions during the conference schedule.

It could also include sharing existing conference content across social media handles, and sourcing relevant updates from the space to incorporate into the weekly digital engagement across social media platforms.

Community Engagement

Work with the ICTforAg team prior to, and during the conference, to facilitate meet ups and social sessions respectively to ensure that their communities are able to contribute to the discussion and sharing.

This could also include live tweeting content in the form of questions/insights being discussed during the conference.

Content Creation

Help increase the relevance of conference content to youth and their communities by contributing to session design, writing short blogs on conference content, thought pieces on the issues most important to youth, drafting session notes from the conference and contributing to case studies.

* Youth Ambassadors can pick whichever engagement tracks most interest them and do not necessarily have to work on all three.



SUGGESTED LIST OF ACTIVITIES FOR YOUTH AMBASSADORS

Pre Conference



Outreach on social media to drive conference registration

YAs will be asked to share posts from the Partner Communications Kit on Twitter and LinkedIn to encourage those in their network to follow ICTforAg handles and register for the conference

Drive conference and sector awareness by sharing new developments in the ICTforAg space

YAs can share any new developments, concepts, news items, innovations, etc. from this sector that they find interesting as organic content on social media to build awareness about the sector, and how the ICTforAg conference is addressing these developments

Writing blogs on youth involvement in digital agriculture

A series of blogs will be hosted on the ICTforAg website on youth involvement in digital agriculture authored by YAs, who can choose from a suggested list of topics or pitch a new blog idea

Creating infographics with ICTforAg relevant data

YAs can help create infographics to explain relevant information/data from the sector related to ICTforAg sessions, blogs, case studies, etc. that can be showcased on our website as resources for stakeholders, as well as shared on social media

Creating short videos explaining new concepts, tech, etc

Short videos (approx. 2 minutes long) can be created by YAs to explain new technologies, interesting concepts (eg. application of blended finance for agriculture), etc. using prepared guidelines and templates from a suggested list of topics.

Sourcing content for Social Sessions

YAs can help connect us to people from their networks on the ground who can share their experiences live or record a video for Social Sessions. Additionally, a youth-focused Social Session can be explored.

Sourcing ICTforAg Stories and Snippets

YAs can help connect us to people from their networks on the ground who can share any interesting or inspiring story they may have related to digital agriculture and any of the conference sub-themes

During Conference



Facilitating Discussion Topics threads

YAs can facilitate conversation among attendees on specific Discussion Topics threads by asking questions, responding to posts, sharing resources, etc. in order to increase engagement.

Hosting Meet-ups

YAs can host specific youth-focused Meet-ups in order to facilitate conversation, engage attendees and understand better the challenges faced by youth in digital agriculture.

Facilitating Social Sessions

YAs can facilitate conversation among attendees in Social Sessions by sourcing content, inviting people to join, asking questions, responding to comments, etc., and can also co-curate a youth-focused Social Session.

Posting comments questions during sessions to drive engagement

YAs can help increase engagement during sessions by starting conversations and asking questions in the chat to provide a richer conference experience to speakers and attendees alike.

Hosting a youth Social Group

YAs can host a youth-focused Social Group by sourcing content, inviting people to join, asking questions, responding to comments, etc., to help build a network and community of youth in digital agriculture.

Live-tweeting to share insights from sessions

YAs can share interesting sound bites, quotes, information, and moments from sessions on social media to increase engagement, share relevant information and encourage followers to attend the conference.

Running a photo contest

YAs can help ideate topics/prompts for a photo contest, invite their networks to participate and help choose winners to increase audience engagement.

Post Conference



Writing short blogs based on conference sessions

YAs can author a series of blogs highlighting key insights and ideas from some of the conference sessions.

Sharing conference session videos

YAs can amplify links to conference session videos on social media so that people within their networks who were unable to attend the conference may benefit from the discussions.

Contributing to case studies

YAs can contribute to case studies and white papers they are interested in by creating infographics for data, background research, connecting with relevant stakeholders on the ground, etc.

2022 ICT for Ag



 www.ictforag.com

 www.twitter.com/ICTforAg

 www.linkedin.com/company/ictforag

 contact@ictforag.com