



**Telecommunication
Development Bureau (BDT)**

Ref.: BDT/PKM/HCB/DM/075

Geneva, 17 July 2015

- Administrations of ITU Member States
- Regulators and ITU-D Sector Members and
Academia in Africa

Subject: **Regional workshop on “The role of Human Resources in the migration to Digital Terrestrial Television Broadcasting (DTTB) and the development of digital economy” – Grand Bassam, Côte d’Ivoire, 14 – 18 September 2015**

Dear Sir/Madam,

On behalf of the International Telecommunication Union (ITU), I am pleased to invite you to participate in the ITU regional workshop on **“The role of Human Resources in the migration to Digital Terrestrial Television Broadcasting (DTTB) and the development of digital economy”** to be held in **Grand Bassam, Côte d’Ivoire**, from **14 to 18 September 2015**. The workshop is kindly hosted by the Autorité de Régulation des Télécommunications de la Côte d’Ivoire (ARTICI).

The workshop is part of the mandate of the BDT to strengthen human and institutional capacities among Member States. The theme for this regional workshop is the result of consultations with members, in view of the June 17th, 2015 deadline for the migration from analogue to digital broadcasting.

The transition from analogue to digital technologies has been central to the evolution of the ICT sector in Africa over the past 20 years. In this regard, the switchover date of 17 June 2015 has been critical, not only for the broadcasting sector, but also for other economic sectors. This transition will have an impact on the skills sets required and the manner in which human resources development projects and activities are implemented by policy makers, regulators, operators and all stakeholders in the ICT sector.

ITU is organizing this workshop to address topical issues that arise during and after this migration for the benefit of all member countries and, in particular for developing countries or economies in transition.

In this regard, the objective of this workshop is to enable participants to share human resources development experiences, constraints and challenges countries face as they move towards a digital economy. Thematic workshops will be organized to share best practices implemented by African countries.

The topics to be discussed at the workshop will enable participants to:

- Better understand the functions, responsibilities and roles of ICT players including human resources managers in this phase of development of the digital economy and DTTB;
- Understand the role of DTTB in the digital economy;
- Identify the challenges and opportunities of migration;

- Understand the operational performance requirements to operate for a successful migration;
- Understand the vital role of responsible regulation and political and administrative decision-makers in the migration to DTTB;
- Clarify the functions, tasks and performance indicators of the required trades;
- Define a capacity development plan for human resources at national and regional level;
- Propose recommendations for the preparation of human resources in the DTTB transition and the digital economy for LDCs and / or digital transition.

For more information on this workshop, please visit the website <http://academy.itu.int>.

Target Group

The workshop is aimed at senior managers and staff dealing with policy and strategy formulation within ministries, telecom operators, regulators and service providers. It will address in particular the human resources managers and those working in training institutes and academies in the telecommunications and ICT sector. The workshop will be delivered in English and French with simultaneous interpretation.

Registration

If you wish to participate in this workshop, please complete the on line registration via the following link <http://www.itu.int/go/regitud> no later than **24 August 2015**. There is no registration fee for participating in this workshop. However, please note that all expenses concerning travel, accommodation, meals, and insurance of participants should be borne by your organization.

Fellowship

I am pleased to inform you that, subject to the availability of funds, ITU will provide one partial fellowship (covering only daily subsistence allowance) per Administration of Least Developed Countries (LDCs). While the number of delegates from each country is not limited, countries will need to bear the costs of any additional delegates. If interested, please complete the Fellowship Form that can be found on the web site of the event at <http://academy.itu.int>.

Call for papers

This workshop will be delivered in the form of presentations, discussions and case studies on best practices documented on the digital economy. Delegates are encouraged to participate actively in the workshop by sharing experiences and best practices and to present their contributions, based on the various subject items proposed in the draft programme, by completing the attached call for papers (Annex 1) and submitting it by **24 August 2015** by e-mail to the attention of Mrs Oumou NIANG, (oumou.niang@itu.int) with a copy to Mr. Mike Nxele (mike.nxele@itu.int).

Documentation

All documentation on this workshop, including the draft programme, information note for participants, the list of recommended hotels and other related documents can be found on the ITU Academy website.

I am looking forward to your positive response and active participation in this regional workshop. I would appreciate if you could ensure distribution of this invitation to relevant stakeholders in your country that would benefit from participating in this event.

Yours faithfully,

[Original signed]

Brahima Sanou
Director

Annex: Call for Papers

Copy: Mr. Andrew Rugege, Regional Director, ITU Office, Addis Ababa



**ITU Regional Workshop on
"The role of Human Resources in the migration to
Digital Terrestrial Television Broadcasting (DTTB)
and the development of digital economy"**



**Grand Bassam, Côte d'Ivoire
14 – 18 September 2015**

CALL FOR PAPERS

**To all human resources and capacity building practitioners in
Telecommunications/ICT and others sectors**

CALL FOR PAPERS

This is an invitation to senior executives, professional and managers dealing with policy and strategy formulation and projects implementation within Ministries in charge of telecommunications/ICT, Ministries in charge of education, regulatory agencies, telecommunications operators, Radio Television Departments, service providers as well as training institutions to present a paper at the workshop on **"The role of HR in the migration to DTTB and the development of digital economy"**, Grand Bassam, Côte d'Ivoire, 14 – 18 September 2015.

The papers/presentations can be in any of the topics or areas below, and presented in no more than 20 minutes in Power Point. They can also be in the form of case studies (20 minutes) in order to share practical experiences of implementation successes and challenges encountered.

KEY TOPICS

1. Better understand the functions and responsibilities and roles of ICT players including human resources managers in this phase of development of the digital economy and TNT;
2. Understand the role of TNT in the digital economy and their interdependence;
3. Identify the challenges and opportunities of migration;
4. Understand the operational performance requirements to operate for a successful migration;
5. To understand the vital role of responsible regulation and political and administrative decision-makers in the migration to DTTB;
6. Clarify the functions, tasks and performance indicators of the required trades;
7. Define a capacity development plan for human resources at national and regional level;
8. Propose recommendations for the preparation of human resources in the DTTB transition and the digital economy for LDCs and / or digital transition.

Themes proposed for working groups

1. Technical aspects from analogue to digital broadcasting as well as those concerning the digital economy in HRM;
2. Political and institutional changes relating to these transformations in the digital ecosystem;
3. Marketing services: what is the situation in Africa in migration;
4. What are the challenges, how can we rise on? What are the prospects of migration;
5. What should be capacity building strategies? How can they be reconciled with the problems posed, Understanding the operational performance requirements;

6. What are the solutions to performance and quality to achieve? What are the identified gaps and how to fill these gaps?
7. What are the roles of Training Institutes and Academies in migration and the digital economy?
8. What are the roles of technology in education particularly in social media, mobile network, internet, etc. for genuine inking migration and the widest possible digital economy in society?
9. The digital divide and the digital index: Concept and definition, what they represent for Africa in terms of opportunities and performance in the development of national indicators for operators, regulators, government, etc.;
10. Develop a national policy for capacity building and skills.

If you are interested in making a contribution please submits your proposals on the attached Call for Papers by no later than **24 August 2015**, by email fax to Mrs Oumou NIANG (oumou.niang@itu.int) with copy to Mr Mike Nxele (mike.nxele@itu.int).

We look forward to your active participation and invaluable contribution to this workshop.

ITU Regional Workshop on

**"The role of Human Resources in the migration to
Digital Terrestrial Television Broadcasting (DTTB) and
the development of digital economy"**



Grand Bassam, Côte d'Ivoire

14 – 18 September 2015

PROPOSED CONTRIBUTIONS

Name:	
Designation:	
Organisation:	
Country:	
Contact email and telephone number:	
Title of Paper:	
Brief (one paragraph) description of paper:	