



The Government of Trinidad and Tobago
and
The Caribbean Telecommunications Union
present



CARIBBEAN ICT Roadshow

9th to 11th February, 2011

Trinidad Hilton and Conference Centre

Featuring

- *General Fora* • *Youth Forum* • *ICT Exhibition*
- *Community Outreach Programme*



The Second Workshop on
**Innovation and
Entrepreneurship**

Technology Display



Community Outreach Programmes:

Commencing January 2011

*Sangre Grande, Siparia, Couva, Moruga, San
Fernando, Port of Spain, Tobago*



The Caribbean ICT Roadshow – Trinidad and Tobago

In keeping with its commitment to ICT-enabled development, the Government of Trinidad and Tobago is partnering with the Caribbean Telecommunications Union (CTU), to host the **Caribbean ICT Roadshow** initiative commencing in January 2011 and culminating with several days of ICT activities from 9th to 11th February 2011. The Roadshow has been designed to demonstrate the power and potential of information and communication technologies (ICT) to foster development and transform societies and economies.

ICT has become a significant element of the development strategy for nation building in the Caribbean. The Government of Trinidad and Tobago recognises that ICT presents opportunities to strengthen and develop more efficient and productive governance and business systems; to define and develop new types of jobs and business; to build the capacity of citizens; and to enhance Trinidad and Tobago's global competitiveness.

The Caribbean ICT Roadshow will include the following Fora:

- General Fora
- ICT Exhibition
- Youth Forum
- Community Outreach Programme
- An Innovation and Entrepreneurship Workshop
- A Technology Display: ICT Business Solutions

These activities together represent a unique opportunity to educate all sectors of the national community on the importance of ICT in defining a new developmental path for Trinidad and Tobago.

The Caribbean ICT Roadshow: Community Outreach Programme will visit selected communities to discuss the potential of ICT to enhance the lives of citizens in every sphere of endeavour. The Roadshow will incorporate fora, workshops, a community outreach, lectures and demonstrations designed to educate and raise awareness on the potential of ICT to foster development. It will bring together diverse stakeholders involved in the provision of ICT infrastructure, applications and services together with government policy makers and regulators. There will be a strong emphasis on innovation and entrepreneurship in the use of ICT.

We expect and anticipate that the Roadshow's activities will create a groundswell of interest in ICT and that the citizenry will be encouraged to innovate, to wholeheartedly embrace the ICT tools and to work in partnership with the Government to realize Trinidad and Tobago's developmental goals.

We wish to thank our many sponsors and partners, highlighted on the following page, who have the Caribbean ICT Roadshow possible.

CTU Secretariat

Anchor Sponsors



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Partners





Caribbean ICT Roadshow Activities

1. The Caribbean ICT Roadshow: General Fora (Thursday 10th to Friday 11th February 2011)



The Caribbean ICT Roadshow initiative has been developed by the CTU to raise awareness within the public sector, the private sector, civil society and academia of the need for innovation in embracing ICT effectively in all sectors in order to promote social and economic development. The Roadshow initiative adopts a unique approach, linking the dissemination of information to activities that will reinforce the message and produce tangible benefits for the citizens of Trinidad & Tobago.

The CTU is working collaboratively with the Government of Trinidad and Tobago, partners and other interested organisations and institutions to deliver a Roadshow customised to address Trinidad & Tobago's developmental issues and to demonstrate the transformative power of ICT innovation.

The theme, **Harnessing the Power of Innovation - *the engine for ICT-enabled Caribbean development***, reflects the objectives the Roadshow aspires to achieve, namely:

1. To build awareness among the public sector, the private sector and civil society of the innovative and effective use of ICT;
2. To foster innovation in the application of ICT to Caribbean challenges in government, the private sector and civil society; and
3. To accelerate the effective use of ICT by governments in order to promote transparency and efficiency in the delivery of public services.

The following Fora will be held at the Roadshow:

- Harnessing the Power of Innovation Forum,
- ICT for Small & Medium Businesses Forum,
- Hot Seat Panel Discussion,
- CTU & Partners at your Service Forum,
- ICT Innovators' Forum,
- Internet Governance Forum, and
- Tech Watch.

Caribbean ICT Roadshow Activities (Continued)

2. The Caribbean ICT Roadshow: Exhibition

(Thursday 10th and Friday 11th February 2011)

An exhibition of ICT equipment and services is open to all participants and to the general public.

3. The Caribbean ICT Roadshow: Youth Forum

(Thursday 10th and Friday 11th February 2011)

Special emphasis will be placed on the youth of the nation and their keen affinity to ICT in the Youth Forum, which will seek to educate and promote responsible and beneficial use of ICT and Internet resources. There will be sessions that will point to the dangers in cyberspace and will introduce parents and guardians to important issues relating to their children's interactions in cyberspace.

4. The Caribbean ICT Roadshow: Community Outreach Programme

(Commencing 5th January 2011)



The Caribbean ICT Roadshow initiative has been designed to engage every sector of the national community. In order to accomplish this goal, the Roadshow's activities will initially visit five communities in Trinidad and Tobago as a part of the Caribbean ICT Roadshow.

Community outreach activities will commence in January, 2011. Initially, Siparia, Moruga, Sangre Grande, Couva and San Fernando have been selected for outreach programmes. In addition, running concurrently with the Caribbean ICT Roadshow: General Fora, a Community Outreach Programme will take place at the Trinidad Hilton on Thursday 10th and Friday 11th February. The Outreach Programme begins with an explanation of the term Information and Communication Technologies (ICT) and then provides practical and educational sessions on the use of readily available ICT tools. Participants will be instructed on how to use ICT to improve efficiency and productivity. There will also be interactive sessions on topics which include social media, what parents don't know and dangers in cyberspace.

People who are experiencing problems with their computer or have questions on using them effectively, may visit the Computer Clinic for a diagnosis of the problem to receive information on solving computer problems.

iGovTT's **ttconnect** express buses will be present at most venues to assist citizens in using facilities on the buses to obtain government services.

It is anticipated that this Programme will continue as more and more communities host the Community Outreach Programme.

Caribbean ICT Roadshow Activities (Continued)

5. Technology Display: ICT Business Solutions

(Thursday 10th – Friday 11th February 2011)

Columbus Communications, a Platinum Sponsor of the Caribbean ICT Roadshow 2011, will take the opportunity of the Caribbean ICT Roadshow to promote entrepreneurship and innovation as they launch the commercial ICT arm of their company - Columbus Business Solutions. Columbus Business Solutions is part of Columbus International, which provides cable television, voice and high speed broadband access services as well as International lease circuits through affiliates in Jamaica, Trinidad, Grenada and Curacao under the Flow brand. In a world where voice, data and video services converge, Columbus International's network infrastructure offers services that meets all enterprise needs as well as much needed solutions for small and medium-sized entrepreneurs.

6. CTU Caribbean ICT Innovation and Entrepreneurship (I&E) Workshop



**Caribbean Innovation
& Entrepreneurship**

(Wednesday 9th to Friday 11th February 2011 – Registration necessary)

CTU recognises the leading role that ICT plays across all sectors of our economy and the need for innovation in realising ICT's potential to transform existing industries, create new ones, enhance the Region's competitiveness, assist with solutions to environmental problems, and enhance social inclusion.

While some national initiatives are taking place, Governments of the region need support in creating an environment that is conducive to encouraging and facilitating an innovative spirit and cultivating entrepreneurs. This Innovation and Entrepreneurship Workshop seeks therefore to offer this support by educating and inspiring innovators from the Caribbean region to commercialise their ideas.


Messrs Julian Hall and Mark Lewis, from Pure Online Genius and Bravig Ltd respectively, UK entrepreneurs and members of the Caribbean Diaspora, will facilitate an empowering and practical two-day Workshop that will be delivered in two parts:

i) A Framework for Innovation

During the first day our speakers will examine the concepts, thought processes and problem solving techniques that make true innovation possible. Through engaging the audience on real issues and taking into account their personal circumstances, the team will seek to find answers to common problems which entrepreneurs face and walk the audience through simple step-by-step exercises designed to promote ideas which will lead to commercial success.

ii) Becoming an Entrepreneur

Day two will consist of a series of interactive exercises which will encourage the audience to engage and participate in driving their vision forward. They will be encouraged to become constructively critical of their own ideas; to examine new ways to source financing; to learn from the experiences of others in business; to create mutually beneficial strategic partnerships; to identify and acquire the skills they personally lack and to cultivate a determination to move forward.



At the end of the second day, we will summarise the journey of the Innovators and Entrepreneurs, award certificates of progress and guide the candidates through the next steps towards success. Candidates will leave with a personally tailored business development plan and the energy and focus to implement it effectively.

Delegates whose ideas receive favourable review will be awarded special prizes and will be invited to participate in follow-up assessment sessions with the facilitators which will be scheduled on 11th February, 2011. These delegates may also benefit from additional training, internships, mentorship programmes, guidance, research and business support to enable them to commercialise their ideas and to establish sustainable ICT-businesses.

The I&E Workshop will culminate in a Book Launch, in which Mr. Julian Hall, CEO of Pure online Genius, will promote his new book “10 Secrets of Social Media Marketing – The No Nonsense Guide for Entrepreneurs and Business Owners”.

Caribbean ICT Roadshow

Activities at a Glance

Dates	Time														
	7-8	8-9	9-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	
February, 2011															
Wednesday, 9		SME Technology Display					SME Technology Display								
		I&E Workshop					I&E Workshop					Roadshow Opening Reception *			
Thursday, 10		Roadshow: General Fora					Roadshow: General Fora								
			Roadshow: Youth Forum				Roadshow: Youth Forum								
									Roadshow: Community Outreach						
		SME Technology Display					SME Technology Display								
		I&E Workshop					I&E Workshop				Book Launch				
Friday, 11		Roadshow: General Fora					Roadshow: General Fora								
			Roadshow: Youth Forum				Roadshow: Youth Forum								
									Roadshow: Community Outreach						
		SME Technology Display					SME Technology Display								
		I&E Workshop: Interviews					I&E Workshop: Interviews								

* By Invitation Only

The Caribbean ICT Roadshow

Provisional Agenda - Opening Ceremony

Wednesday 9th February 2011

Time	Activity	Speaker
18:00	NATIONAL ANTHEM	
18:05	INVOCATION	
18:10	OPENING REMARKS	Master of Ceremonies
18:15	INTRODUCTION	Ms. Bernadette Lewis Secretary General Caribbean Telecommunications Union
18:25	REMARKS	Dr. Hamadoun Touré Secretary General International Telecommunication Union
18:30	REMARKS - PLATINUM SPONSORS	FLOW, PSTG Consulting, IBM World Trade Corporation
18:40	REMARKS - COLLABORATIVE PARTNERS	ARIN, ISOC, Congress WBN
18:50	WELCOME ADDRESS	Hon. R. Nan Gosine Ramgoolam Minister of Public Administration
19:05	KEYNOTE ADDRESS: Challenges, Initiatives and Implications for Developing the Information Society in Trinidad & Tobago	Hon. Kamla Persad Bissessar Prime Minister
19:30	VOTE OF THANKS	Mr. Selby Wilson Telecommunications Strategist Caribbean Telecommunications Union
19:35	END OF CEREMONY	
RECEPTION and LAUNCH OF COLUMBUS BUSINESS SOLUTIONS		

The Caribbean ICT Roadshow

Provisional Agenda – DAY 1 General Fora

Thursday 10th February 2011

Time	Activity	Speaker
SESSION 1: HARNESSING THE POWER OF INNOVATION		
09:00	Keynote: Harnessing the Power of Innovation, The Engine for ICT Enabled Developed	Dr. Kim Mallalieu Senior Lecturer, UWI
9:30	The Value of Entrepreneurship	Mr. Anthony Watkins Odessy Consulting
9:50	Innovation & Entrepreneurship – Realising the Dream	Panel Discussion
10:30	Coffee break	Tour of ICT Exhibition
SESSION 2: ICT FOR SMALL AND MEDIUM BUSINESSES		
10:45	SME development through ICTs	Columbus Communications
	Integrated Communications Networks for SMEs	Columbus Communications
11:45	Discussion	
12:30	Lunch	
SESSION 3: HOT SEAT PANEL DISCUSSION		
13:30	The Case for Number Portability in Trinidad and Tobago and why hasn't it happened yet?	TATT
13:45		Mr. Julian Wilkins - Head of Group Telecoms Public Policy - DIGICEL
		Ms. Opal Lawton Regulatory Manager - FLOW
15:00	Coffee Break	
SESSION 4: CTU and its Partners at Your Service		
15:15	CTU	
15:30	ARIN	
15:45	PSTG CARIBBEAN	
16:00	CARICOM SECRETARIAT	
16:15	DISCUSSION	
16:30	End	

The Caribbean ICT Roadshow

Provisional Agenda – DAY 2 General Fora

Friday 11th February, 2011

Time	Activity	Speaker
SESSION 1: ICT INNOVATORS' FORUM		
09:00	Keynote: Through the Eyes of An Entrepreneur	
09:30	Innovator 1	<i>Multimedia/Entertainment</i>
09:40	Innovator 2	<i>Government</i>
09:50	Innovator 3	<i>Education</i>
10:00	Innovator 4	<i>Internet</i>
10:10	Innovator 5	<i>SME / Manufacturing</i>
10:20	Feedback	
10:30	Coffee Break and Presentation to Best Innovators	Ms. Kisha Wilson - Flow
SESSION 2: INTERNET GOVERNANCE		
10:45	Out of Time: The Case for IPv6	Mr. John Curran President, ARIN
11:10	Making the Most of .TT Domain	Mr. Shernon Osepa Manager of Regional Relations - ICANN
11:30	Building The Caribbean Internet Society	Mr. Rabindra (Danny) Jaggernauth Founding Member/ Past President - ICT Society of Trinidad and Tobago
12:00	Lunch	
SESSION 3: TECH WATCH		
13:30		Fujitsu
13:45		Microsoft
14:00		IBM
14:15		iGovTT
14:30	Coffee Break	
14:45	Highlights of the Caribbean ICT Roadshow – Trinidad and Tobago	Ms. Bernadette Lewis Secretary General - CTU
15:00	Response from Trinidad and Tobago: A framework for on-going Action	Minister Nan Gosine -Ramgoolam / Mr. Cleveland Thomas CEO – National ICT Company Ltd.
15:30	Closing Remarks	
	End	

The Caribbean ICT Roadshow

Provisional Agenda - Youth Forum

10th February, 2011

Time	Activity	Speaker
09:00 – 09:02	National Anthem	Sung or Played by a young person
09:00 – 09:20	Welcome Remarks	Minister of Sport and Youth Affairs, CTU
09:20 – 09:30	Housekeeping	Master of Ceremonies
09:30 – 10:30	Public Speaking Competition Finals and Award Presentation	
10:30 – 10:45	Break	
10:45 – 11:15	ICT in Media	Dr. Michael Smith
11:30 – 12:00	Tour of Exhibition	
12:00 – 13:00	Lunch	
13:00 – 14:30	Panel Discussion: ICT in Entertainment	Panel Discussion

11th February, 2011

Time	Activity	Speaker
09:00 – 09:02	National Anthem	Sung or Played by a young person
09:00 – 09:20	Welcome Remarks	Minister of Education, CTU
09:20 – 09:30	Housekeeping	Master of Ceremonies
09:30 – 10:30	Developing your Blog	Panel Discussion
10:30 – 10:45	Break	
10:45 – 11:15	ICT in Media	Dr. Michael Smith
11:15 – 12:00	Tour of Exhibition	
12:00 – 13:00	Lunch	
13:00 – 14:30	Panel Discussion: ICT in Entertainment	Panel Discussion



The Caribbean ICT Roadshow

Community Outreach Programme

Provisional Agenda

10th and 11th February, 2011

Time	Activity	Speaker
10:30 – 18:30	Computer Clinic	CTU
10:30 – 18:30	The Power is in your Hands	TSTT/DIGICEL
15:00 – 18:00	Bring your Laptop and Come: Workshops	Congress WBN
	Microsoft Word Microsoft Excel	
15:00 – 15:30	ICT 101	
15:40 – 16:10	Cool Tech Tools and Tricks	CTU/TATT
16:20– 15:05	Dangers in Cyberspace	
17:15 – 18:15	What Parents Don't know about the Internet	Congress WBN
18:15 – 18:30	Closing Remarks	CTU



CTU Caribbean Innovation and Entrepreneurship Workshop

Facilitated by: **Mr. Julian Hall, CEO Pure On-Line Genius**
Mr. Mark Lewis, CEO Bravig Ltd.

Wednesday 9th February 2011

Time	Activity
A Framework For Innovation	
09.00	Why Should I Innovate?
09.30	What Should I Be Reading?
10.30	How Do I Define My Market?
11.30	How Do I Use Technology?
12.00	What Competition?
13.00	Lunch
14.00	Choosing My Team - Independence versus Interdependence?
15.00	How Long Should It take?
16.00	Discussions, Q & A
17:00	End of Session

Thursday 10th February 2011

Time	Activity
Becoming An Entrepreneur	
09.00	Definitions Of Entrepreneurship
09.30	The Start-Up Workshop - <i>Launch My Idea!</i>
10.30	Branding My Idea - <i>How Do I look?</i>
11.00	Show Me The Money - <i>Financing Tips</i>
13.00	Lunch
14.00	The One Minute Business Model - <i>Practice In Finding Weaknesses</i>
15.00	Live Skype Link-Up - <i>UK Entrepreneur</i>
15.30	Overcoming Obstacles - <i>Expecting the Unexpected</i>
16.00	Summary - <i>Moving Forward!</i>

Friday 11th February, 2011

Time	Activity
	One-to-One Interviews