Executive Summary

We were able to go live as planned on 13th January 2021 at 12PM EAT.

We shifted the event to a day earlier because Uganda was holding its 2021 Presidential elections on 14th January.

Malaika Path held this event in partnership with Hive Colab as the online hosts and Malaika Path as the organisers and main speakers at the Event.

Event Objective

Malaika Path is a literacy organisation whose aim is to bring awareness to Sub Saharan Africa on key issues that help the still growing population thrive through blogs, trainings, coaching and mentoring sessions.

Malaika Path therefore saw an opportunity to get involved in the UNESCO World Logic Day under the theme "**The Out of Poverty Algorithm**" leaning in on the fact that the region has lowest GDP per capita in comparison to the rest of the world. The session was intended to help participants view wealth creation as a logical path

Other Event Facts

Malaika Path celebrated the day in two ways.

1. An online Webinar advertised to over 200 people in a on online campaign that took a week.

Video Link: http://bit.ly/theoutofpovertyalgorithm

2. An online Blog with the theme ''*To be or not to be Logical, that is the question*'' that was posted on 23rd January due to the internet black out and current social media switch off in Uganda.

Blog Link: http://malaikapath.blogspot.com/2021/01/why-is-being-illogical-sometimes-much.html)

Event Successes and Challenges.

We did an awareness campaign for the Event through online posts and quotes on logic. Posts on whatsapp status reached over 40 people, Posts shared on whatsapp groups to 200 people, and twitter posts seen by over 300 people.

Unfortunately that same week social media, which was our main channel of communication, was switched off by the government and we believe this affected attendance at the time of the event at midday on 13th January 2021.

As a result, we had a viewership of 26 people who managed to log on in spite of internet challenges across the country.

Our post event survey cited the Event Webinar as informative, excellent, great, and request for more like this in the future.

The event had one person logging in from Europe and the rest from within Uganda.

The Event was carried out via Zoom channel hosted by Hive Colab, a co-working hub for young entrerpreneurs.

Event Limitations

Internet access was the biggest challenge for this event.

We believe it affected the number of people that logged in for the event.

Owing to this, we were not able to post the planned blog on 14th January and had to wait for 23rd January after accessing a WIFI connection from a different location.

Other Event Details

Event Speaker: Rebekah Kabugo _ Mugisha who is both co-founder and CEO of Malaika Path was the main speaker at this Webinar. She is an impassioned writer, literacy enthusiast and trainer who uses her talents and abilities to spread awareness on information that has proved to help the still growing youth and young adults in this part of the world to thrive once in the market place. Key areas or modules that Rebekah has advocated for under Malaika Path audiences are Self Awareness and personal branding as a way to increase one's market value, Financial Literacy, Digital Literacy and understanding of emerging technology, that is 4iR, in reshaping the landscape of work as well as Customer Experience and Leadership. She also blogs on the malaika path blog under the theme; Celebrate Africa Celebrate. Rebekah has written a parabolic poem to and for Africa titled **See, Africa See**.

Event Recommendations for future events: Malaika Path will continue to celebrate days designated by UNESCO and the UN as a whole that fit within its mandate. we believe that knowledge and information that is relevant to a given target audience can not only be life saving but also help the masses enjoy equity in this part of the world where opportunities will be seen if the growing youth rediscover and affirm their talents, and abilities.