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## **College Africa Group – Kickstarting Your Business with Crowdsourcing**

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive. This one-day course will show you how to leverage all types of crowdsourcing (including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding) to kickstart your business' growth.

This one-day workshop will teach participants how to:

- Define what crowdsourcing is and its value to businesses
- Determine when crowdsourcing makes sense for a project
- Describe the crowdsourcing process
- Identify platforms and social media tools that can support your crowdsourcing campaigns
- Describe the major types of crowdsourcing, including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding
- Attract and engage your crowd

### **What Is Crowdsourcing?**

To begin, participants will learn what crowdsourcing is and where it came from. They will also review their pre-assignment and explore some terms related to crowdsourcing. To wrap up the session, participants will consider the business value of crowdsourcing.

### **The Crowdsourcing Process**

In this session, participants will learn about the six stages of the crowdsourcing process.

### **Choosing Your Crowdsourcing Platform**

Next, participants will learn what a crowdsourcing platform is. They will also explore some popular platforms.

### **Types of Crowdsourcing**

This session will explore the major forms of crowdsourcing: crowdvoting, crowdcontests, microwork, macrowork, crowdwisdom, and crowdfunding. A capping group exercise rounds out this part of the course.

### **Social Media and Crowdsourcing**

In this session, participants will learn how to use Facebook, LinkedIn, YouTube, and Twitter to support their crowdsourcing campaigns.

### **Engaging the Crowd**

Next, participants will learn how to use the five C's to recruit and engage a crowd.

### **Test Driving**

To wrap things up, participants will develop a list of tips and tricks to take away with them.

### **Contact**

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