

Africa Task Force Regional Workshop Building Resilience in The Profession:

A Focus on Young People and Women

A TOOL For Uploading Team Members: Akin Olawoare), Winston A. Ayeni, Samba Ndongo, Guy Blanchard Ikokou,, Njike Chigbo, David Aycock Ishaya

African Task Force - Cape Town 2011

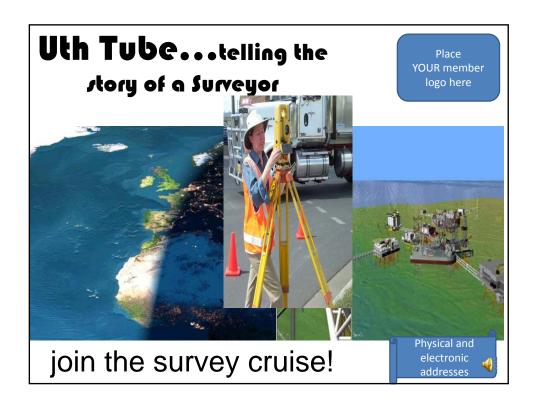


SMART COMPLIANCE OF UTH TUBE

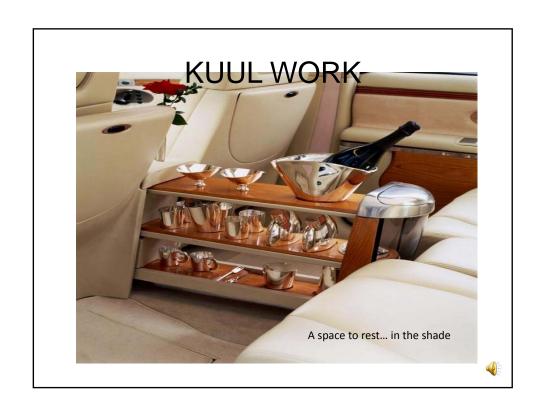
- **S** It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.
- M It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation's marketing strategies.
- A It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively
- R It is relevant and engaging as it rides on contemporary medium of communication.
- T It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.
 - UTH TUBE IS SMART

INTRODUCTION TO UTH TUBE

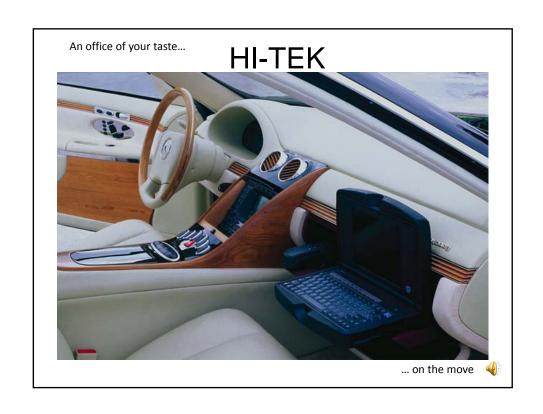
- Uth tube is a tool designed by Group 2 of the African Task Force, at the Cape Town 2011 meeting.
- It seeks to promote the Surveying professions to Women and young people using a social medium that is contemporary and cool – multimedia presentation that can be uploaded as a movie onto U tube platform
- It targets Pre University, University and post graduation groups, in promoting the fun, seriousness, potentials and satisfaction of the Surveying professions
- It is capable of being converted to CD presentation as well as a pdf file for ease of transmission for the communities that may be IT deficient or with internet penetration.
- It contains a feedback form to monitor effectiveness of its campaign

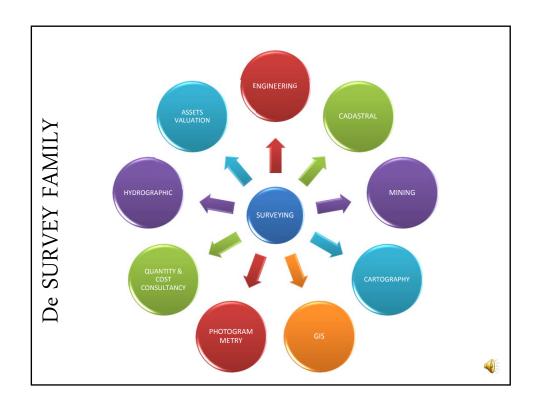


















WELCOME ABOARD!



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