

DIGITAL MARKET ACCESS & CLIENT ENGAGEMENT

Overview

The African Fine Coffees Association (AFCA) is thrilled to announce that we are partnering up with Vuna Coffee School to offer the online course, Digital Market Access and Client Engagement, at an exclusive rate for AFCA member. Course details from Vuna and other requirements are listed below.

Course Description: Before the coffee reaches the clients, many steps need to happen. In the modern era, we increasingly rely on digital means to connect with potential clients. This could be done via email, website, social media, among others. To do this well, these activities can become overwhelming. Running a digital business is more than having a website or social media account. It has a complex set of principles as the digital world keeps evolving and client's behavior/expectation keeps changing accordingly.

In this **six-week online course**, we first focus on what's within the organization in order to succeed at building a digital business. This includes how to build up the digital skillset, along with **establishing and communicating a strong brand value/story**. Secondly, we focus on **leveraging customer persona and journey framework, to design digital channels** that are most engaging and suitable for the target customer groups. Lastly, in order to be **profitable and achieve visibility of the digital effort, organizations need to establish a scalable digital ecosystem**. This investment will make sure that the effort that organizations put in could be re-used overtime.

Who is it for? Small to large size companies/organisations (eg. 5 + containers exported) who are **innovative and forward-thinking, ready to embrace technology and digital marketing, and utilize the tools to leverage sales opportunities**.

A big part of the course is about exercises, and the outcome could be used immediately in a **sales pitch if the standards are met**. Target participants: general manager, commercial manager, marketing and sales managers. Important: Currently, this offer is exclusively available to all AFCA members.

About the Instructor: Dennise Yeh is an e-commerce and digital growth professional with 15+ years of experience working in the sector, for 40+ upcoming and house known brands.

She has well-rounded experiences in e-commerce operations, digital analytics and marketing, and digital user journey and transformation. Dennise has worked in East Asia, North America, and Europe, and is a frequent public speaker at digital conferences.

In her career, Dennise has sold: designer clothes, cars, home decor, and sneakers, among other items. She is excited to share her expertise with the coffee sector!



Course Details

Course:	Digital Market Access & Client Engagement
Instructor:	Dennise Yeh, Vuna
Location:	Online with Vuna Coffee School
Country:	Open to all AFCA members
Duration:	4-6 weeks
Cost:	US\$484
Language:	English



Payment Details: Payment should be made to the African Fine Coffees Association (AFCA) via credit card or telegraphic transfer. Please indicate your full name and the course title when making a payment, and share proof of payment via email to Feven Genene, Ethiopia Chapter Coordinator, at feven.genene@afca.coffee. If you require an invoice before completing your purchase, please contact Ross Muhumuza, Finance Manager, at ross.muhamuza@afca.coffee.

Credit Card Payment Link:

<https://payments.pesapal.com/afca>

Please include a 3.75% transactional fee.

Wire Transfer Details:

Name: African Fine Coffees Association
Address: P.O. Box 27405, Kampala, Uganda
Bank Name: Standard Chartered Bank Uganda Limited
Account No: 8702887196701 (\$US)
Bank Address: P.O. Box 7111, Kampala, Uganda
Plot 5 Speke Road Branch
SWIFT Code: SCBLUGKA
Please include a \$25 bank fee.

Cancellation Policy: Please note that all sales are final for online courses. For any questions, please contact AFCA at secretariat@afca.coffee.

Other Information

- Students will be required to create a profile and enroll on the Vuna Coffee School website to receive their certificates. The instructor will provide detailed instructions on Orientation Day.
- Students should expect to invest up to 24 hours to complete the course. They should also expect to participate in two live training sessions (1.5 hours each).