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សហប្រតិបត្តិការដើម្បីកម្ពុជា
Cooperation Committee
for Cambodia
Comité de Coopération
Pour le Cambodge

The 25th ICT Learning Forum Minute:

POWERFUL VISUAL CONTENT ONLINE



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“Powerful Visual Content Online”

I. Introduction

As the largest membership-based platform for Non-Governmental Organizations (NGOs) in Cambodia. By end of 2018, the Cooperation Committee for Cambodia (CCC) has 181 international and local NGOs as members, working on different development sectors in the country.

One of seven program strategies are Learning and Capacity Development for CCC members and other interested CSOs. Normally, CCC organizes four learning forum platform every year, learning forum on Human Resource Management (HRM), Monitoring and Evaluation (M & E), Information Communication Technology (ICT) and Finance Management forum, they are very importance to build the capacity of its members for better performance of their service delivery.

To ensure the quality of the learning forum CCC has formed the Working Groups to provide inputs and advice for NGO learning community in Cambodia. The Working Group will play role as an oversight committee to provide strategic and technical support to NGO community for effectiveness and efficiency development in Cambodia.

To keep responding to the needs of the NGO community, CCC conducted the 25th ICT Learning Forum on **“Powerful Visual Content Online”** on **24th May 2019, at Diakonia Center**. The total participation of this learning forum was **79 participants (26 are females) came from 43 organizations (23 FNGOs and 20 CNGOs)**.



Figure 1: Activity of the warmest Welcome by CCC

II. Objectives of the ICT Learning Forum

- To review the outcome and impact of the last ICT learning forum
- To have better understand on the social media security (Facebook & Instagram)
- To understand the Basic Design tools such as Canva and Infographic for better development for visual content and story such as chart, map, color, image...
- To update participants on the world technology to gain benefits from the Technology such as Hologram
- To create a learning and sharing environment and build a stronger network each other

III. Expected outputs

- The participants will use techniques from this forum to improve the security of their social media account and page
- The participants will have idea to use basic design tools as creative ways for story telling and reporting
- The participants will have better understanding how to use technology effectively in their organization.
- Practitioner participants will have more chance to learn, share and strong more relationship

IV. Target Participants

This ICT learning forum is offered to a maximum of 90 participants from organizations who are **ICT practitioners/Program**. Each participant should be assigned by the senior management of their organization and committed to apply what has been learned from the forum to its organization.

V. Output of the learning forum

5.1 Welcome and opening Remarks



Figure 2: Mr. Soeung Saroeun gave opening remarks to the ICT learning forum

At the start, Mr. Soeung Saroeun, CCC Executive Director, provided warm welcome to all the participants who have participated in 25th ICT learning forum. He gave background information about learning forum today, it started in the every bi-monthly learning forum. Currently we have four kind of learning forum as ICT, Human Resource, Financial and M&E, soon we will have another learning forum is Resource Mobilization (RM).

He mentioned that currently internet become an important of our business and human life, however, the security still concerned for everybody. Some people are expert on internet security and become a security Hecker either computer, laptop or smart phone. In order to protect this, we need to have ICT security policy to protect individual and organization such as backup information in Cloud (OneDrive, Google Drive,

Dropbox, etc.)

When we talk about ICT, we always think about (C = Communication), he strongly focused on the design, design is very important for powerful marketing. For example, Japanese is very good in design, they can design by putting many things in the small space (space management). So, we should think about the ICT tools to assist on the design for more effective and interesting. Therefore, today our expert will help you to have knowledge about it.

Finally, Mr. Saroeun have encouraged all participants to pay more attention on technology innovation and design for their organization.

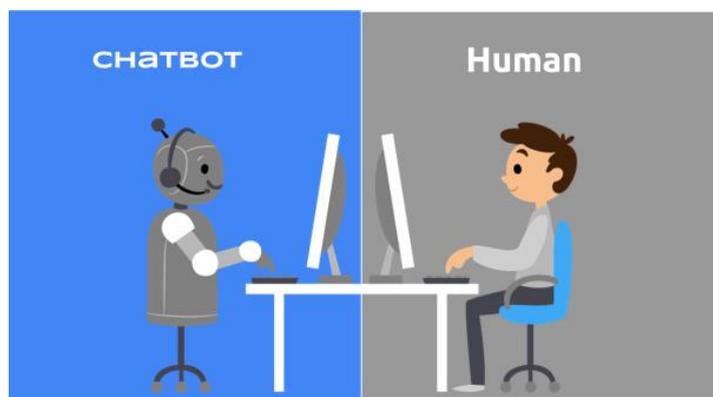
5.2 Review the last learning forum on “Bring your organization online and Auto Response via Chatbot”

Mr. Chy Sophat, Design Specialist of Development Innovations (DI), gave a review on the last learning forum that focused on **Auto Response via Chatbot** as below:

What is Chatbot? Chatbot is a tool that can help us to design as robot in term of communication.

Chatbot can help us:

- Help us to save time
- Better outcomes services
- Provide us for 24 hours support



Before we design chatbot we have to:

- Content strategy of chatbot
- Flow of chatbot
- Choose platforms
- Facebook chatbots (Facebook Massager Platform, ItsAlive, Opesta, etc.)

After the review session on Chatbot, he gave a short demonstration of the Chatbot to all participants for reminding or recalling what they learned from the last ICT learning forum in 2018.

Then, Mr Vang Sean, Master of Ceremony, asked for participants who used to join ICT learning from in 2018, as the result, there were about 25% of total participants used to join ICT learning forum and other 75% of participants were new with ICT learning forum of CCC.

Mr. Dara from Mlup Russey is one of participant in the previous learning forum in 2018, he learned about Chatbot and content strategy for posting. I tested the Chatbot on my personal Facebook messenger but did not use for organizational page yet. And, I also used content strategy for posting on social media (how to put photo/image, identify content on social media and report). I observed that I got positive result on this, however, I think that I need more improvement on this by using it often to be more expert.

Ms. Chenda from DDD, I have tested Chatbot and video production process because I am responsible for organizational page. Content strategy of Chatbot is very helpful to me because it improved on how to write content on my organizational page. I observed that I got many number of chart from target audience and number of viewer was increased too.

Then, **Mr. Ouk Sovansathya**, Database & Knowledge Management Specialist of CCC, gave a review session on **Choosing the Right Publishing Platform to Sustain Your Voice Outreaches by Wordpress.**

Currently, there is a tool to design the website, it is simple and does not require us to know about coding. It is fit for us, however, we are not expert in website development by using **Wordpress**. We just know about basic website that we develop the website:

- Wordpress is Free!
- Ease of learning and using
- Wordpress is Extendable
- Wordpress is Scalable
- Huge Community
- Wordpress is Searching Engine Friendly
- Wordpress has Advanced Editor
- Wordpress has Smart Database Structure
- Wordpress has Command Line Interface
- Wordpress has REST API
- Wordpress is Safe!

For more information, please visit website: www.wordpress.org



Figure 3: Mr. Ouk Sovansathya gave review session on the Wordpress

5.3 Basic Design Tool: CANVA



Figure 4: Mr. Chy Sophat gave presentation of CANVA

For the Basic Design Tool session was presented and facilitated by **Mr. Chy Sophat**, Design Specialist of Development Innovations (DI), focused on **CANVA**.

What is CANVA: is a graphic-design tool website, founded in 2012. It uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

Then, he gave a tip of using color:

- 90% of snap judgments made about productions can be based on color alone
- Color is one of the most important aspects of any social media design
- Colors set mood, create an atmosphere and convey emotions

How to use CANVA:

- Must have internet, CANVA is the online tool
- You have option to use CANVA on your laptop or smart phone
- For computer, you need to sign up by www.canva.com

- For smart phone, you need to go App Store (IOS) or Play Store (Android)

After sign up, the speaker gave demonstration of how to sign-up and use CANVA with all participants. Then, he asked for one presentation of ICT learning forum today from each participant by using CANVA. For more details of presentation, please see the link: [CANVA presentation by Mr. Chy Sophat DI](#)



Figure 5: Activity of participant developed ICT learning forum by using Basic Design Tool-CANVA

5.4 Hologram

In this session, **Mr. Tri Leng, Communication Specialist of Development Innovations (DI)**, is a main speaker to give presentation on Hologram. He updated the ICT and technology today to all ICT practitioners here.

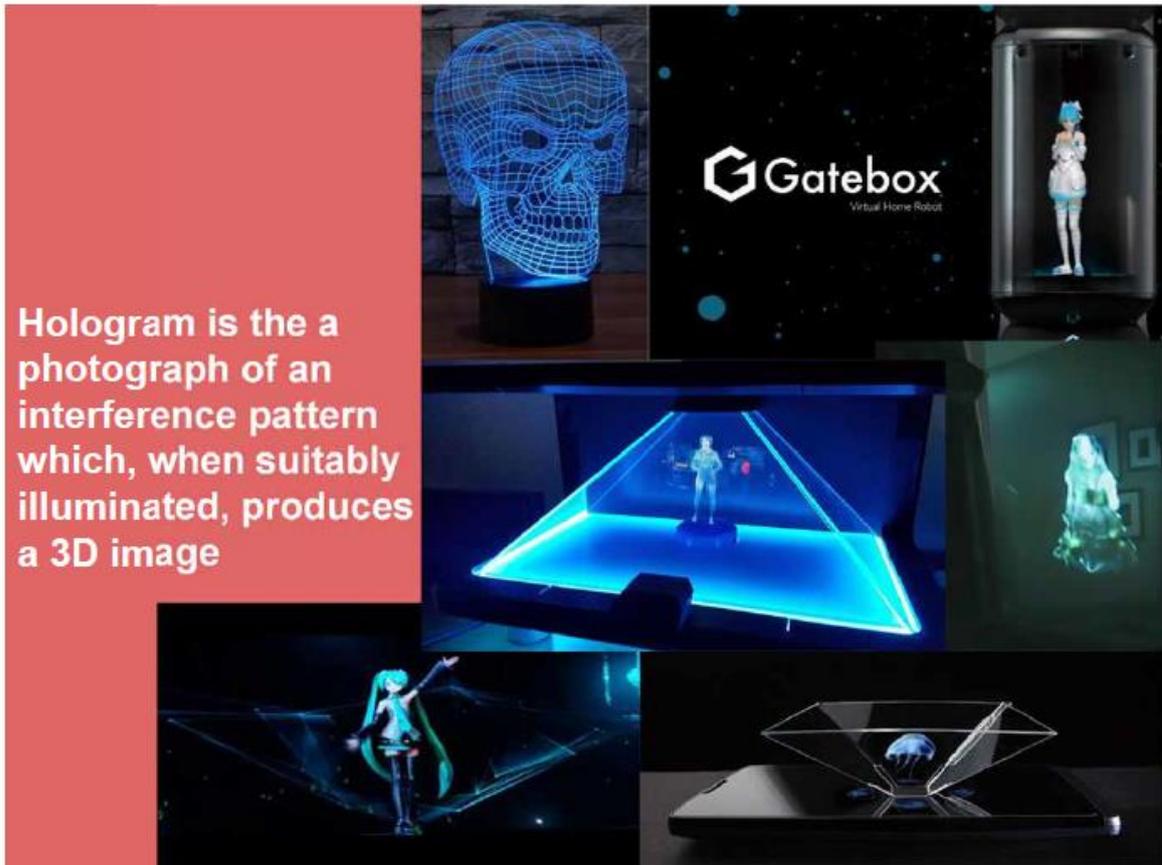
What is Hologram? It is the photograph of an interference pattern, which when suite.

Type of Hologram:

- Single plane
- Pyramid
- Multi-planar



Figure 6: Mr. Tri Leng gave sharing on **Hologram**

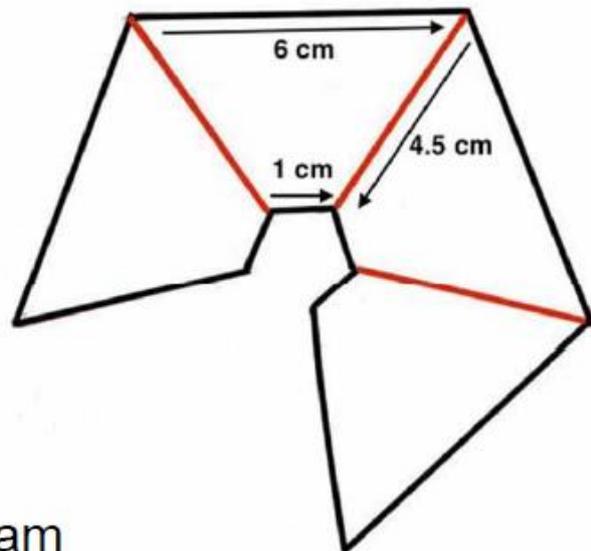


How to build Hologram

Build HOLOGRAM

Material:

- 4 cut of trapezoid shape from clear plastic
- Tapes, smartphone, hologram video



bit.ly/RachanaHologram

For more details of Hologram, please see the attached document

Q&A

Q. When we use with normal video is it possible

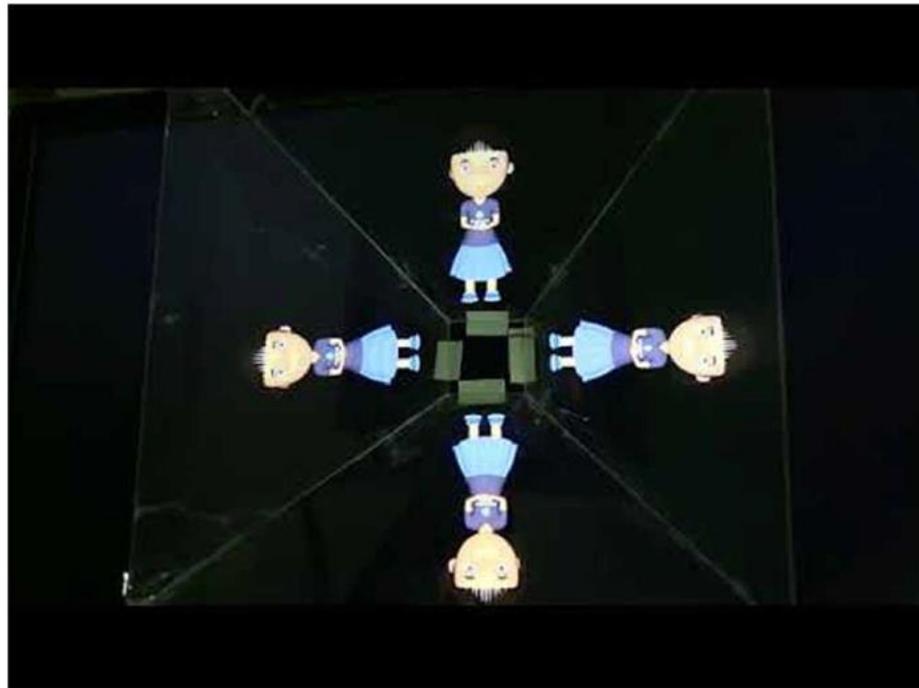
A. Yes, we can do. But can see only one side

Q. I am not really sure of slide 13, can you give more explanation?

A. it is a video in the middle is empty but around it is surface plastic with pyramid shape. Function of plastic is to make picture flight up.

Q. So for the video production they know how to build related to animation?

A. Puthiridh: I never do it before. However, I think that we can do it by separate a video in 4 blocks and make rotation to be 4 as Hologram video.



Q. when will we use Hologram?

A. We can use Hologram in everywhere to make our video more attractive.

Q. How much we spend to develop hologram?

A. I am not really sure about the cost but it takes time about one month to a voice the repeated activities because DI uses animation video (Rachana). For the material, if we use only smart phone, it is not expensive, it's cheap.

5.5 Social Media Security

It was presented by **Mr. Srieng Angkiaroth**, Social Media Trainer of VBNK, at the start, he also promoted the Social Media Facebook course of VBNK to all participants that it is free of charge.



Srieng Angkiaroth
Social Media Trainer

First, he asked participant about the habit of using social media (Facebook). He observed that we all

said that we concerned over Facebook security, but we have a careless habit in using Facebook, such as never log-out, play entertain app on Facebook, etc.

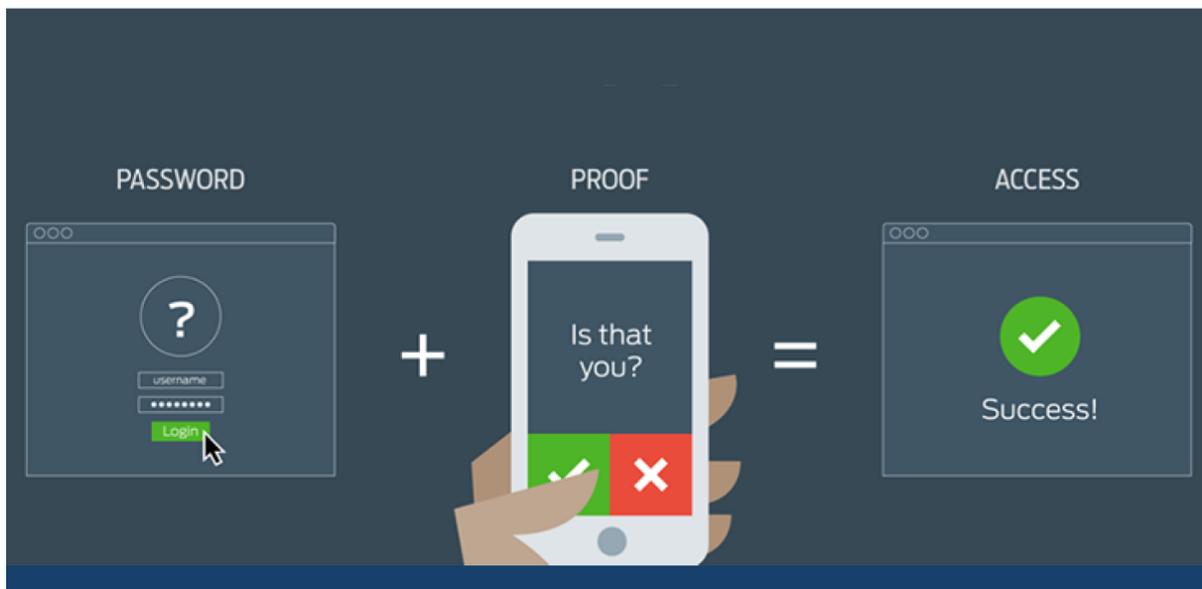
In this session, he gave 3 main agendas to share with participants that focused on Facebook Security:

1. Tips to improve Facebook security
2. Two-factor authentication on Facebook
3. Practical Exercise

Tips to improve Facebook security

- Protect your Password
- Use Extra Security Features
- Make sure your email account secure
- Logout of your Facebook account when you share your devices with other people
- Don't use any third-party Apps

Two-Factor Authentication on Facebook



2. Two-Factor Authentication on Facebook



Security Key

If you have a Universal 2nd Factor (U2F) security key, you can log in through USB or NFC.



Text Message

We'll send a code to +855 *****70 to get you set up.



Authentication App

You'll receive a login code via an authentication app

For more details of presentation, please see in the attachment

During the demonstration, he asked participant to do exercise and practice together to make sure that they can catch-up what he introduced.

Among all participants, there is only one organization (ADHOC) that has security key for protect their Facebook page.

5.6 Basic Design Tool-Piktochart

Mr. CHEA Singhtararith, Research & Communication Officer of Open Development Cambodia (ODC) gave a presentation of Basic Design Tool-Infographic by using Piktochart.

What is infographic? It is the graphic, picture or image to show the information data.

Piktochart is a web-based infographic application which allows users without intensive experience as graphic designers to easily create infographics and visuals using themed templates.

He gave a presentation that focused on six main points:

1. What is infographic?
2. Key Element of infographic
3. Criteria of good infographic
4. Infographic sample
5. Infographic tool
6. Practice

ធាតុនៃ Infographic

Content

Visual

Knowledge

Infographic

Infographicទាំងអស់ជាទូទៅ មានធាតុបីដូចគ្នាគឺ រូបភាព មតិកា និងចំណេះដឹង។

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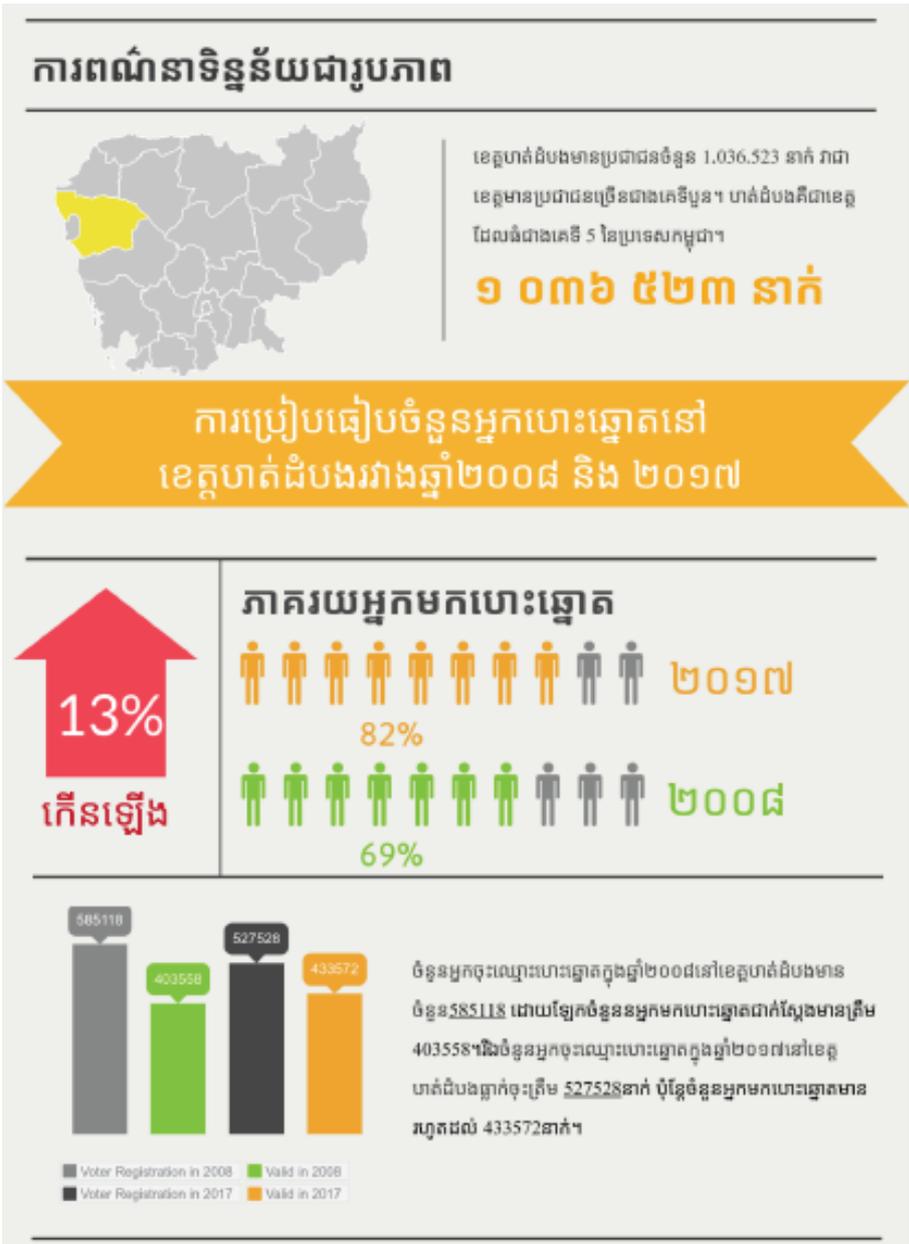


Figure 7: Sample infographic created by Mr. Chea Singhtararith

All participants had practiced on infographic development by using Piktochart as following step:

- Sign up Piktochart
- Sign in Piktochart
- Start for free
- Infographic

This Piktochart use for data presentation, reporting, graphic, charting, ...

For more details, please see the slide presentation in the annex

Impression from Participant

Ms. Thyda from CE-SAIN mentioned that the infographic met her expectation about 70 percent. It is able to prepare interested chart and graphic, and she is quite Interested and happy to learn the infographic.

Ms. Luy Muyheang from WMC said “I am very interesting to learn Infographic. Developing infographic through Piktochart can meet my expectation more than 50%, due to before the forum I think that infographic and design cartoon animation and video. Finally, I recognized that I can learn more from our Speaker about infographic and it is very useful for me.

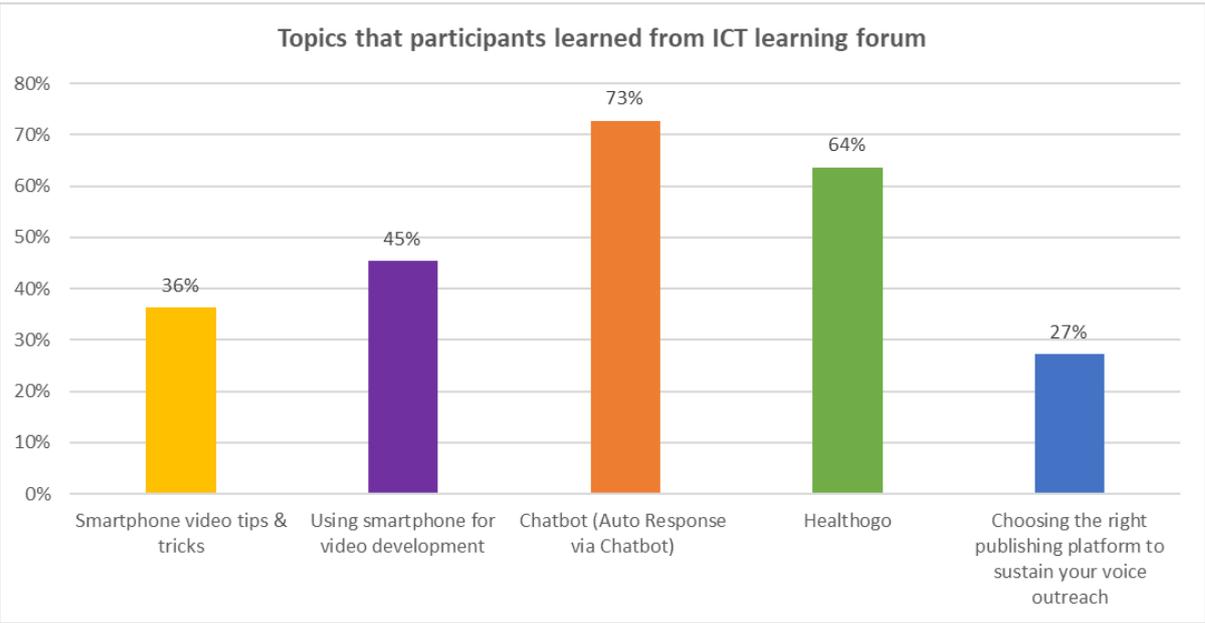
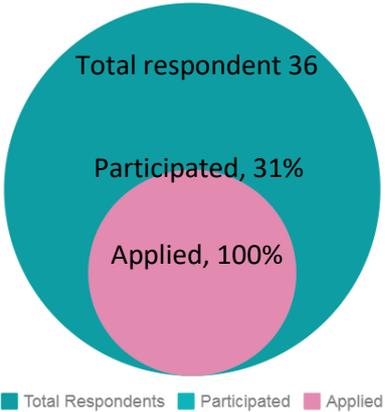
5.7 Conclusion and Closing

At the end of the forum, **Ms. Sin Putheary, Head of communication of CCC**, gave a warmly respected to all participants. She mentioned that today we had learned a lot of new knowledge such as Canva, Infographic both experiences and practice of lesson. And, she also focused on the number of women joint in ICT learning forum still less than men, she expressed that next time the number of women in ICT field will be increased.

Finally, she also sincere thanked to all ICT working group members and all participants who have fully participate in this learning forum.

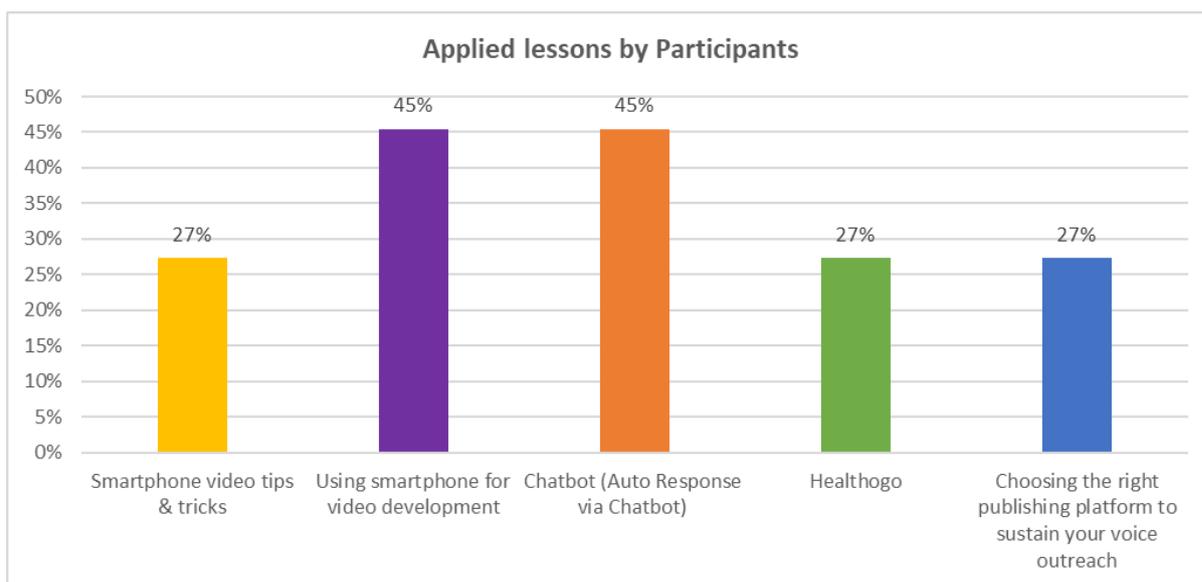
VI. Survey on ICT Learning Forum in 2018

In 2018, CCC organized two ICT learning forums with the main topics including 1)- Smartphone video tips & tricks, 2)- Using smartphone for video development, 3)- Chatbot (Auto Response via Chatbot, 4)- Healthogo, 5)- Choosing the right publishing platform to sustain your voice outreach. There are 36 respondents (31% women) from 30 NGOs have provided information to reflect on the ICT learning forum including what topic they have learned, what lessons they applied and result after plied the topics from learning forum which focus on the personal and organizational changes. The result of survey shown that, there were 11 equals to 31% of 36 participated in the ICT Learning Forum. The topics which they have learned including:



The result also shown that, 100% (11) whose participated in the ICT learning forum in 2018 have applied the learned lesson from the learning forum. Most of them said that these topics were very

useful for their current work and organization, it helps to promote their organization through social media and online system. Below, topics were applied by ICT participants.

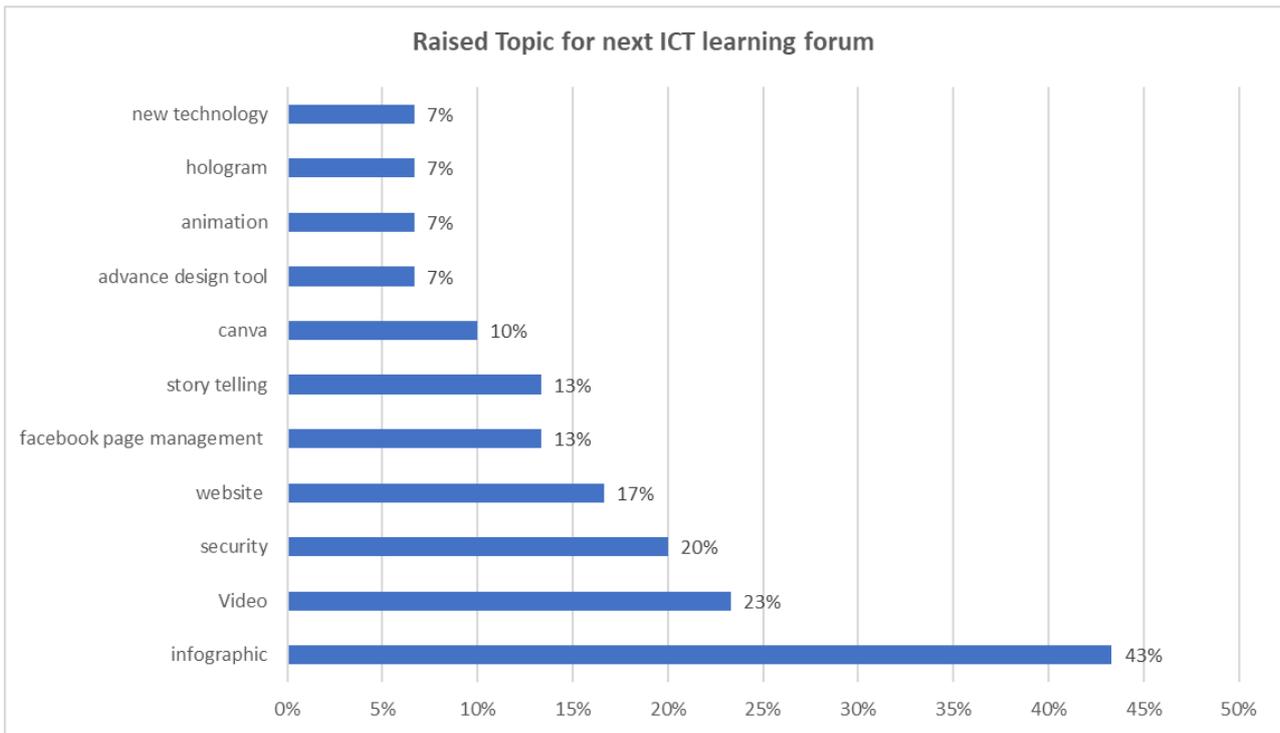


After they applied the lessons have learn from the ICT learning forum they also mentioned about the changes both individual and organization levels as following:

Individual	Organization
<ul style="list-style-type: none"> • Produce video clip for posting in Youtube • Improve on facilitation skills, professional development, photo shooting and story writing • Helpful and new experience for using smart phone, easy to use • Produce my own video 	<ul style="list-style-type: none"> • Produce video clip in training by using smart phone • Help to promote organizational activities through facebook • Improve content writing posted on facebook • it is in process to add to our existing social media

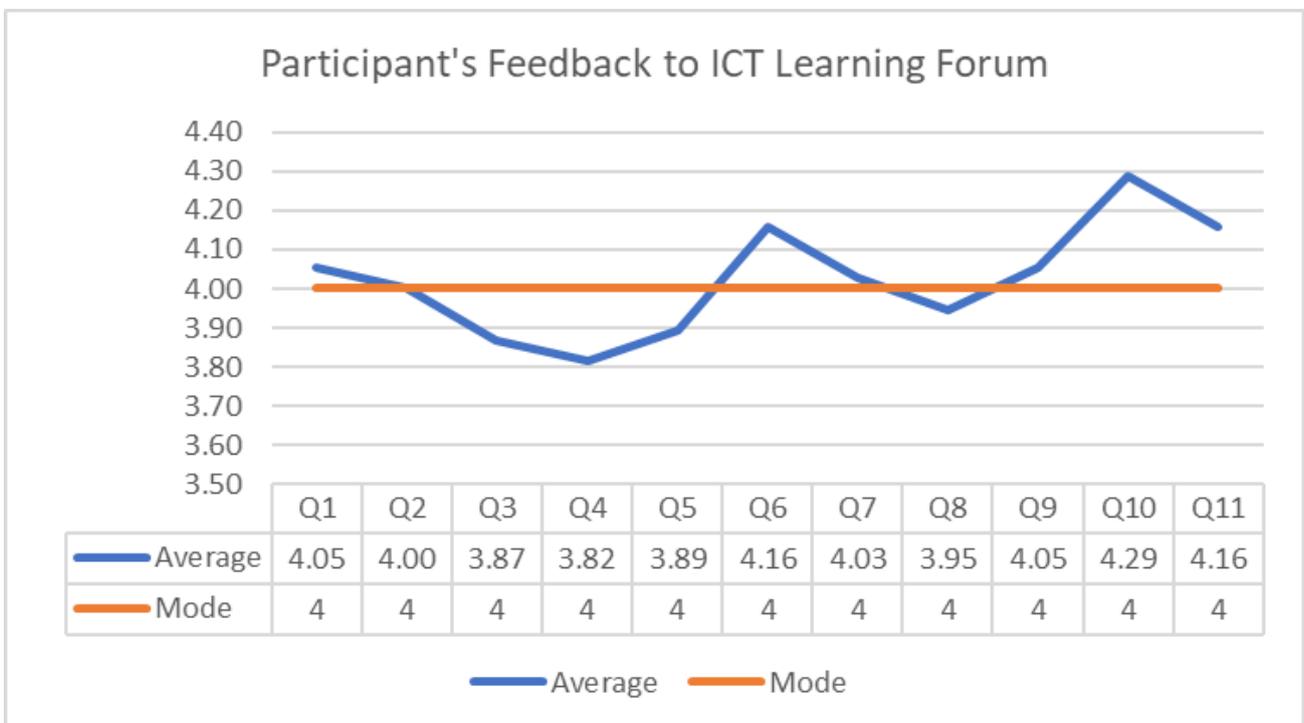
VII. Proposed Topic for Next Forum

At the end of the forum, the facilitator asked participants to give feedback on the topic that they want to learn in the next ICT learning forum in 2019 by distributing a paper to them to write three main topics on the paper. As the result, 30 ICT participants gave feedback on the next topic, there were 6 main topics that they want to learn, 1) Infographic, 2) Video, 3) Security, 4) Website, 5) Facebook page management, and 6) storytelling. Please see details in the chart below.

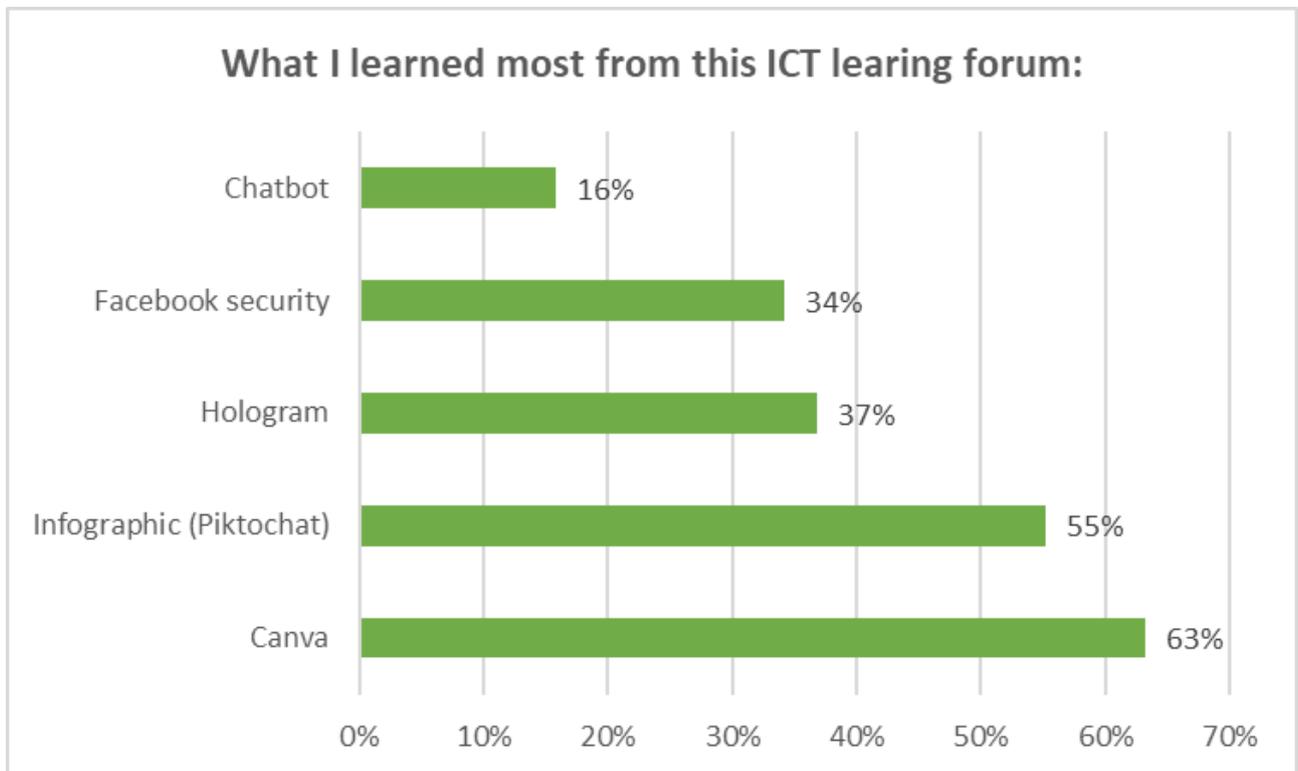


VIII. Participant Feedback and Evaluation

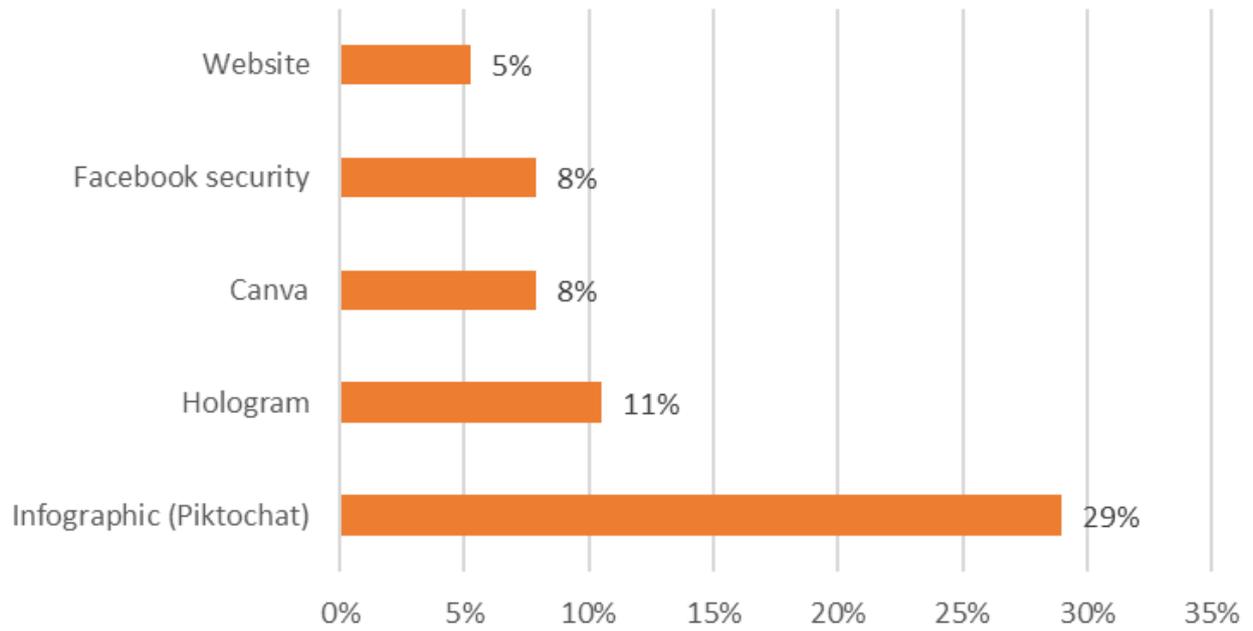
There are 38 participants have provided feedback to the organization of ICT learning forum, as a result, the participants were satisfied with the organization of the forum based on the score rating by participant (1=very poor, 2=poor, 3=fair, 4=good, 5=very good).



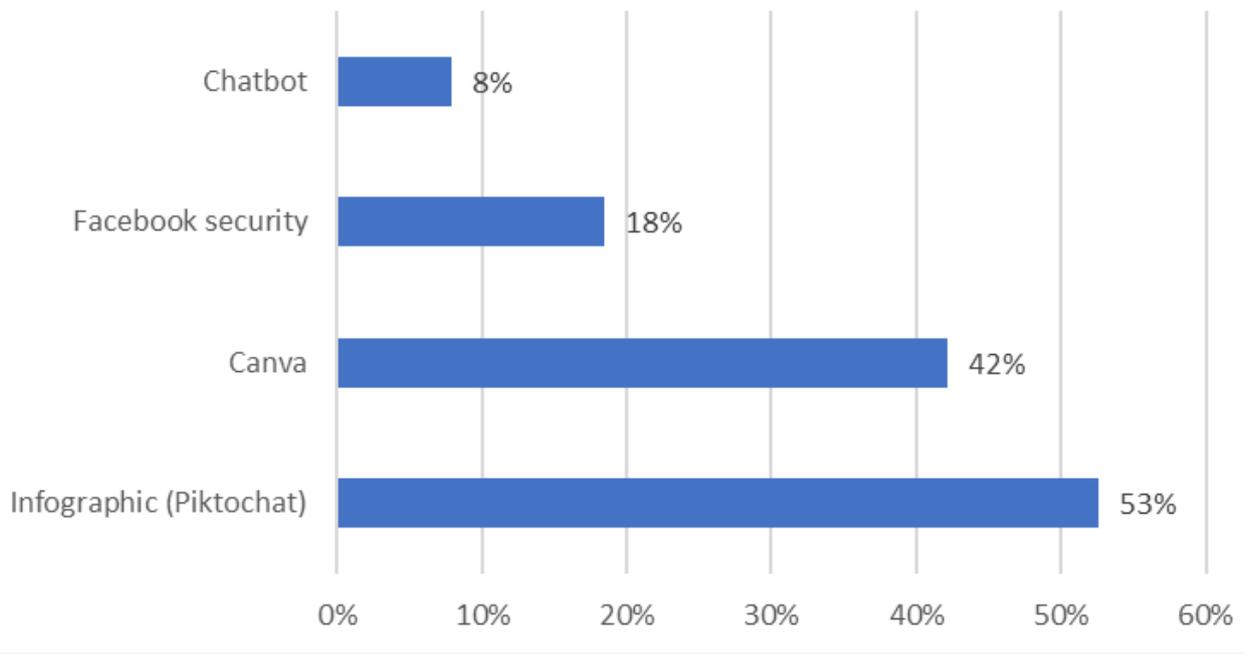
Description	1 ☹️☹️	2 ☹️	3 ☹️😊	4 😊	5 😊😊
Participation and interaction were encouraged	0%	0%	13%	68%	18%
The topic covered were relevant to me	0%	3%	16%	61%	21%
The content was organized and easy to follow.	0%	0%	24%	66%	11%
The materials distributed were helpful	0%	0%	32%	55%	13%
This forum experience will be useful in my work	0%	0%	32%	47%	21%
The speaker/facilitator was knowledgeable about the forum topics	0%	0%	11%	63%	26%
The speaker/facilitator was well prepared	0%	0%	13%	71%	16%
The forum objectives were met	0%	5%	16%	58%	21%
The time allocated for the forum was sufficient	0%	0%	21%	53%	26%
The meeting room and facilities were adequate and comfortable	0%	0%	8%	55%	37%
Overall feeling about this forum	0%	0%	8%	68%	24%



What I still need to learn more about:



I will apply the following in my organization:



The forum might have been more efficient if...

