

## Students graduate from GoDaddy's Train-The-Trainer programme

GoDaddy, the company empowering everyday entrepreneurs, announced that more than 70 South Africans have graduated its digital skills workshops and are now skilled to teach digital skills through its Train-The-Trainer programme.

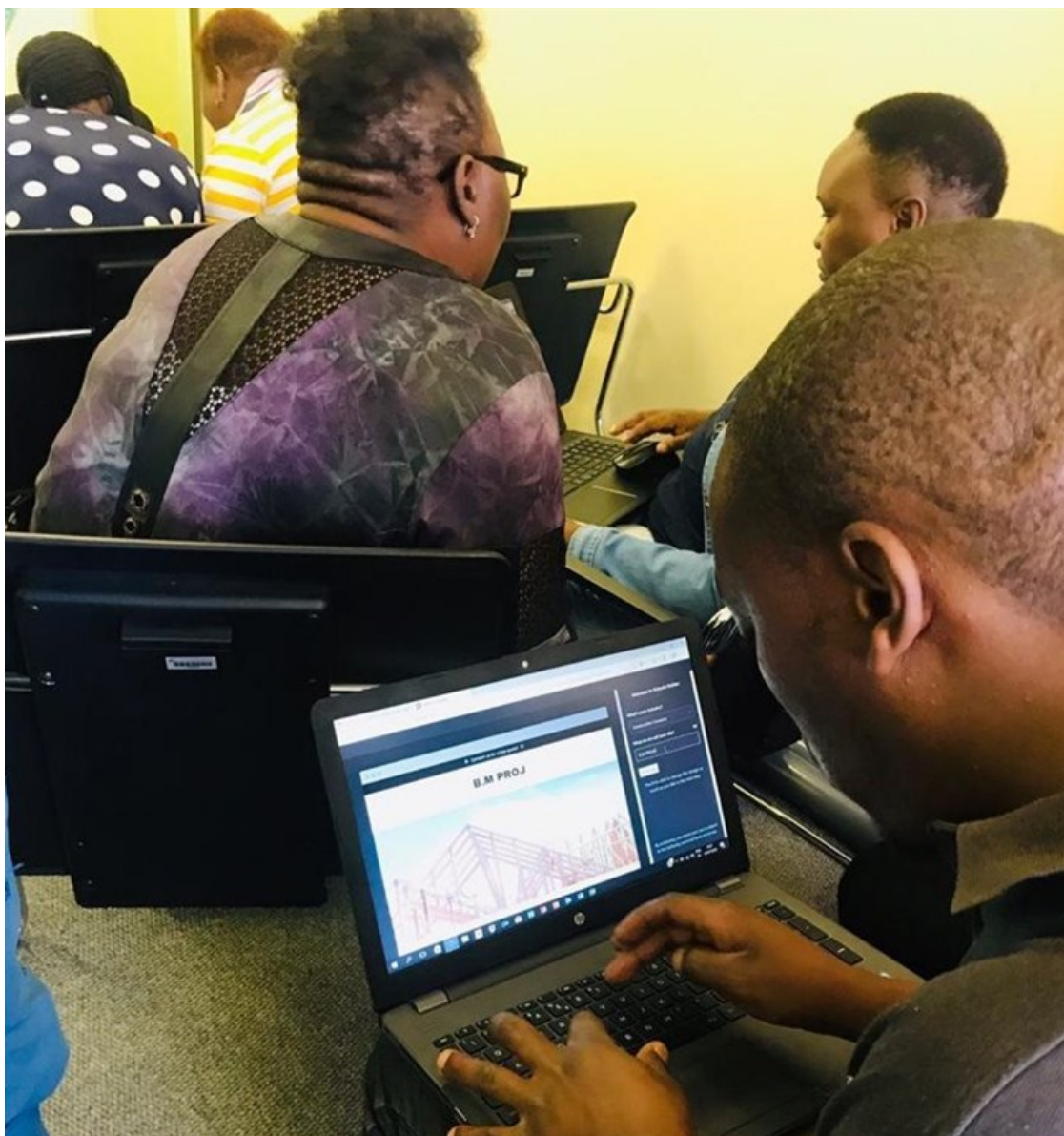


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The trainers that have completed the course are trained to deliver the GoDaddy 'Build Your Online Presence' workshop to small and medium business owners, with a focus on training business owners and entrepreneurs in emerging and underserved communities in Gauteng.

The Train-The-Trainer courses introduce trainers to building an online presence, enabling them, in turn, to host workshops for individuals and business owners who are new to working on digital platforms. The trainers share their knowledge about how to create a digital presence, including elements such as choosing and registering domain names, setting up a business email and building and managing a website.

Since its inception, the GoDaddy Train-The-Trainer programme graduates have taught the skills to more than 500 small and medium business owners in Gauteng. Attendees learn the value of building their brand on the internet and discover how

creating websites can help grow their business.

Partners supporting the workshops include a higher learning institution and public sector organisations like the Small Enterprise Development Agency (SEDA) and Gauteng Enterprise Propeller.

“By participating in the GoDaddy Train-The-Trainer programme, I had an opportunity to develop a special skill set and then share it with my community,” says Katlego Komana of Kay Holdings. “Many members of my community are not digitally enabled, so I am grateful to have the opportunity to help them, while building a side hustle that allows me to earn extra income while continuing as a student.”

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