



Eight Conference

Mamá Digital

May 29, 2017

DIGITAL CULTURAL CENTER



Description



@ The 8th conference of mam@digital seeks to be a meeting place for women, mothers, grandmothers, businesswomen and professionals who have the desire to connect their lives to the digital era and expand their horizon. Learning throughout the day how to take care for and protect their children on the Internet, as well as start and run their businesses, to improve their quality of life.



Objectives:



1

Promote and foster a digital culture through the use and adoption of ITC.

2

Reduce the “digital gap” and improve the quality of life of hundreds of mothers.

3

Empowering women through the use of ITC.

Conferences



Keynote Conference “Digital Woman Without Losing the Essential”

JULIETA LUJAMBIO

Conference “Responsible Mothers for the Safety of their Children”

OFFICER ABRIL MARTÍNEZ

Conference “Digital Tools for Women”

IVETTE CHALELA

Panel “Powerful Women in ITC”

MELVA SANGRI

Coordinator

SILVIA SÁNCHEZ ALCANTARA, DIANA COBOS, KARLA TAPIA

Panelists



Digital Woman Without Losing the Essential



@ Julieta Lujambio talked about the tendencies that have emerged from the digital era throughout the years, how it has changed the world from analogue to digital and how that has affected the role of women and mothers. The advantages and disadvantages that can be found in these tendencies and how to give it a better enjoyment.



Responsible Mothers for the Safety of their Children



@Officer Abril Martinez, of the Federal Police showed us the dangers our children face in the Internet, how they are affected by the famous “influencers,” who lead them to challenges, some of them harmful to their health, like the “blue whale challenge.” During her conference, those present were informed about all the dangers the youth face, like harassment, bullying, sexting, human trafficking, and the importance for mothers to recognize these issues and look after the behavior of their children.



Digital Tools for Women



@ Ivette Chalela, Manager of Office 365, during her conference she showed us the benefits that Office 365 has to offer to all of those women who want to include themselves in the digital age, and how it can facilitate their day-to-day activities. She demonstrated the advantages of the Office 365 applications. One of them, Excel, excellent for planning a family event; OneDrive, to secure save your photos and personal files, among other applications.

@ During this conference, the attendees benefited from the donation of an Office 365 account, on behalf of Mamá Digital.



Panel “Powerful Women in ITC”



@3 Talented women in their fields shared, from their experience, how they have developed and consolidated their personal and professional projects in a man's world. For Karla Tapia, driven by mentors who over the years have helped her grow professionally. Silvia Sánchez spoke about her personal experiences that have led her to surpass those limits that a woman puts on herself, and how she managed to trust her capacities to become a successful woman. In addition to the point of views of DianaCobos, an expert on cultures, who told us about the advantages of the Mexican culture, like the ability to make everything possible, the culture of good service and courtesy, which helps to boost the personal and professional development.



The 8th Conference Online



@ Live Transmission:

<https://goo.gl/n5A4vv>

@ Official site:

http://www.mamadigital.mx/index.php?q=octavo_encuentro_mama_digital

@ Welcome video:

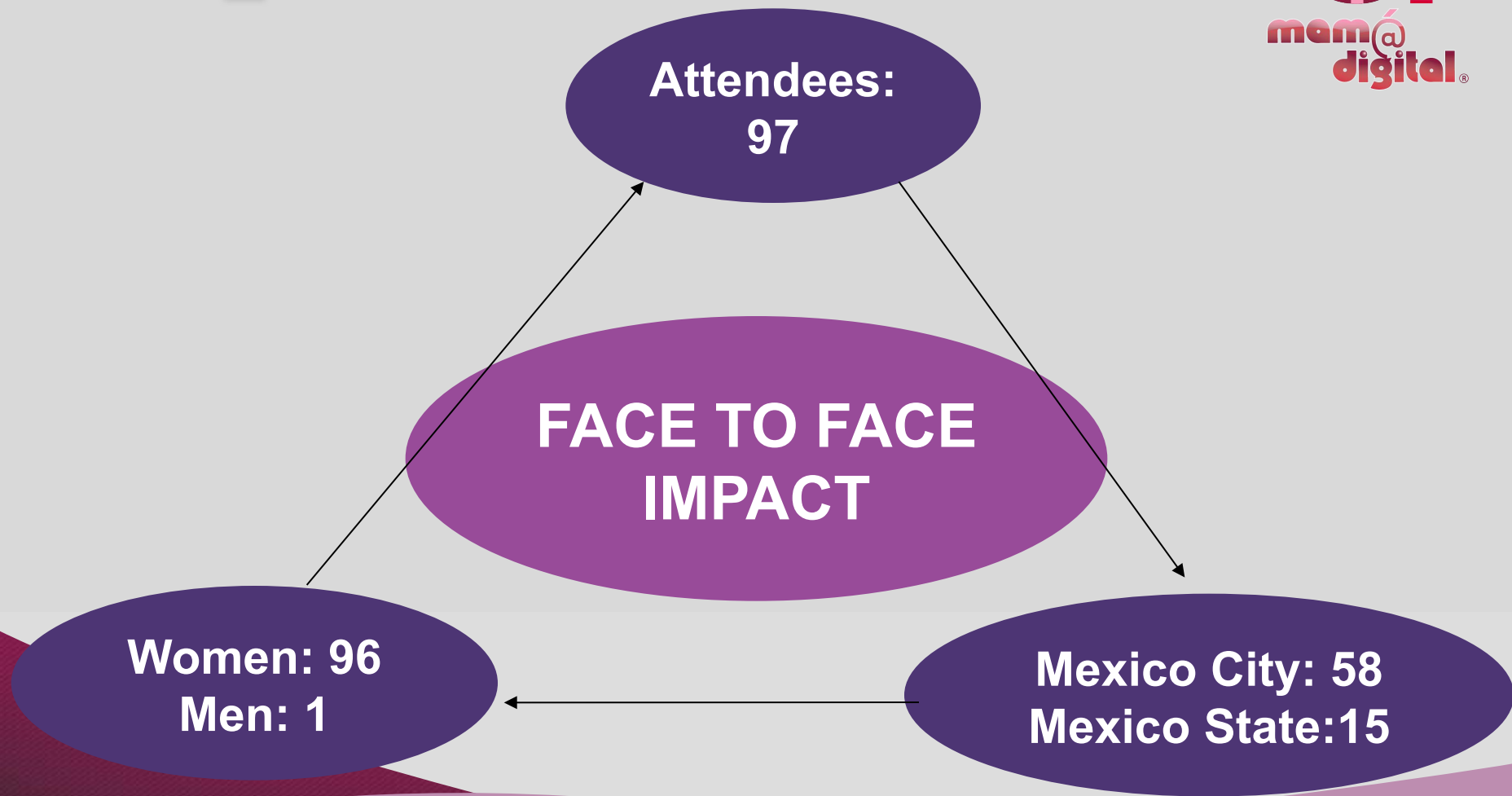
<https://www.youtube.com/watch?v=3DKAoTtK3EA>

@ Final video:

<https://www.youtube.com/watch?v=dtiGOANAUng>



Impacto



HOW DID YOU FIND US?

| | |
|-------------------|----|
| Female challenges | 17 |
| CCD | 1 |
| Email | 7 |
| Facebook | 6 |
| Radio | 6 |
| Recommendation | 3 |
| Workshop | 2 |
| Twitter | 1 |
| Internet | 2 |
| Other | 1 |
| Women CROC | 23 |
| Sample | 69 |

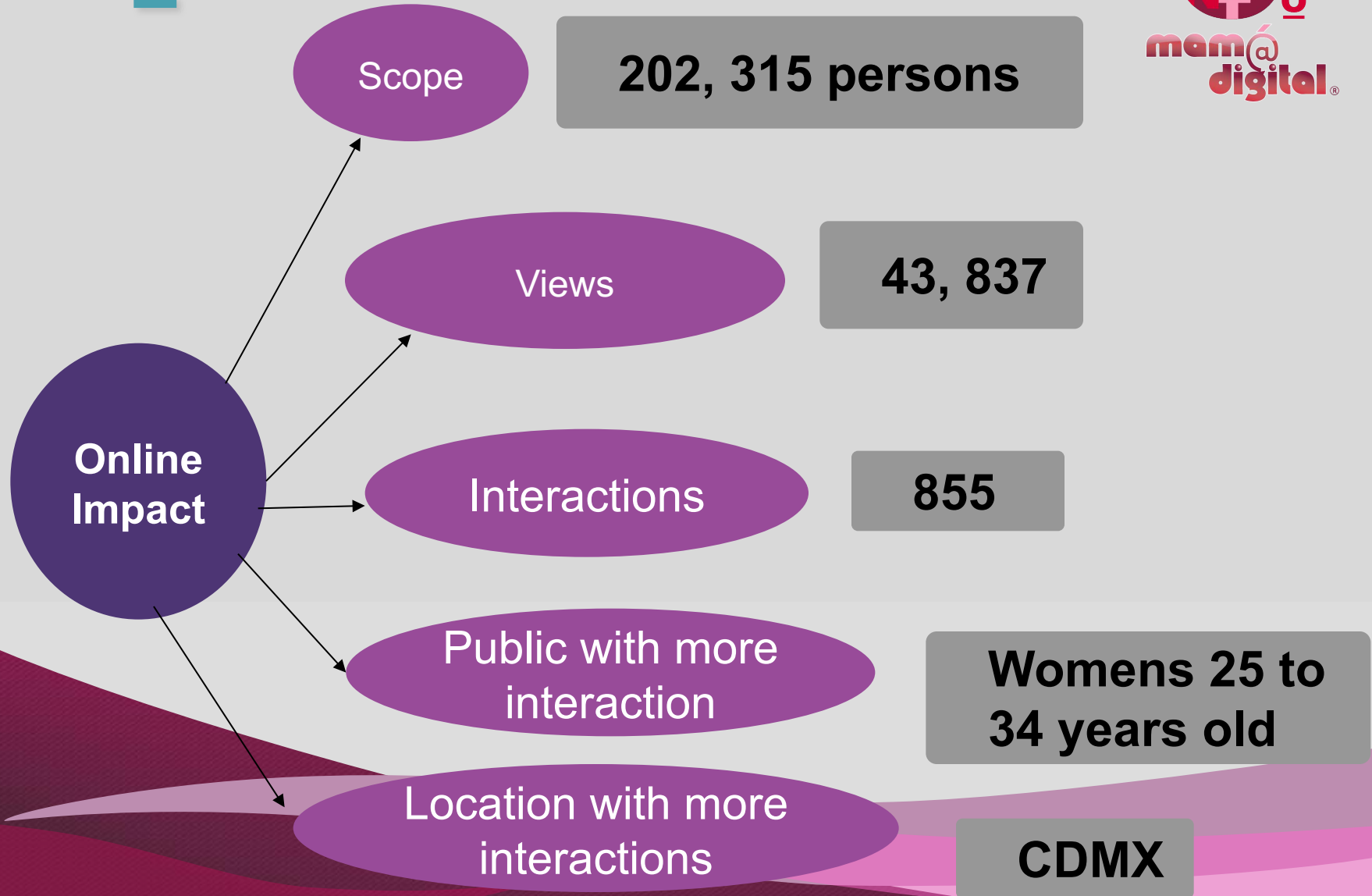


AGE

| | |
|---------|----|
| -20 | 2 |
| 20-30 | 4 |
| 31-40 | 9 |
| 41-50 | 27 |
| 51-60 | 23 |
| 61-70 | 6 |
| 70 + | 2 |
| Sample: | 73 |

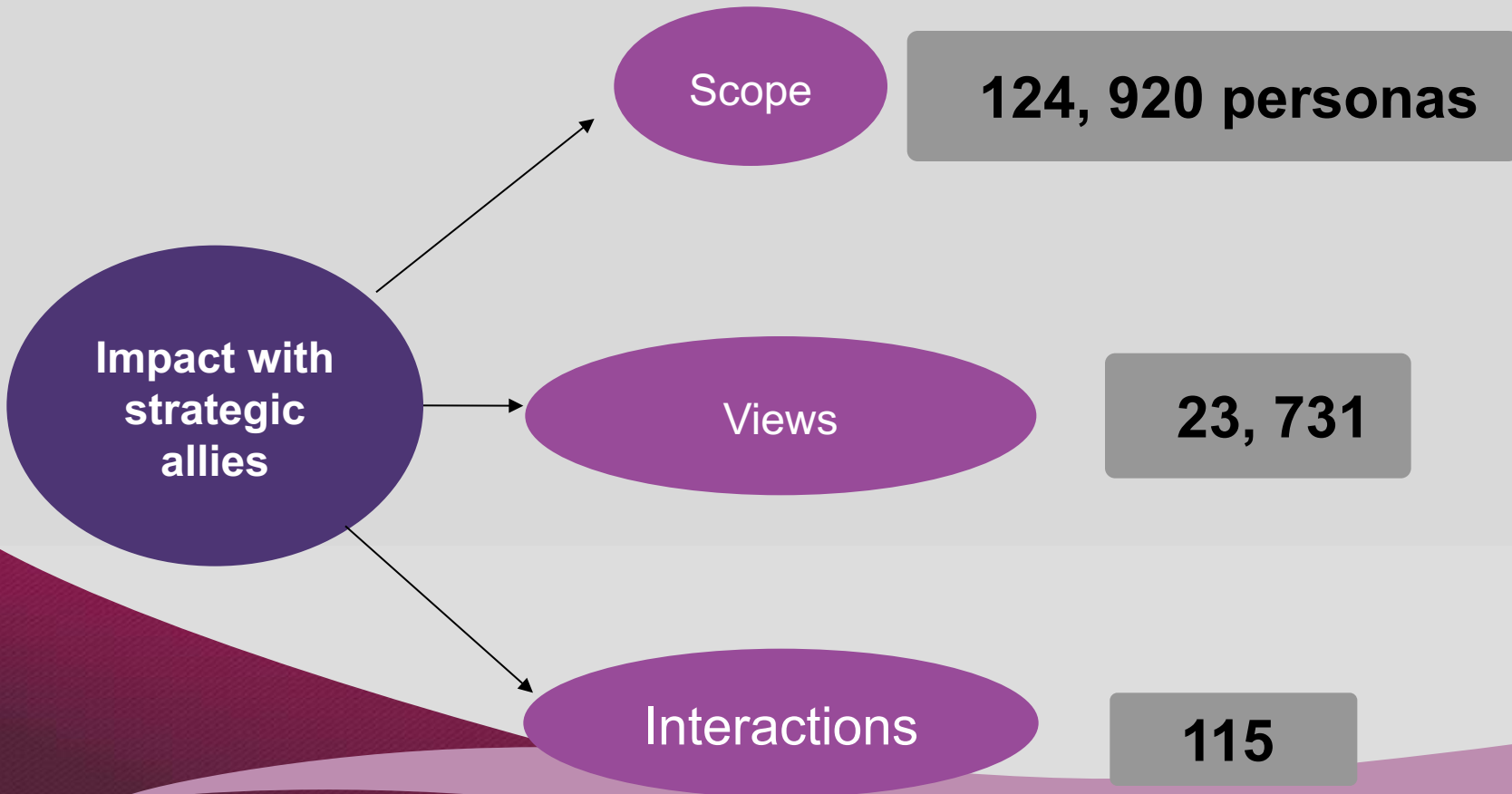


Impact



Impact

Facebook of Beautiful and Healthy



Impact



@ Impact with strategic allies: through the Secretariat of Communications and Transport, the transmission was made in los Puntos México Conectado.



Results

| STATE | PARTICIPANTS |
|----------------|--------------|
| Sinaloa | 5 |
| Durango | 11 |
| Chiapas | 16 |
| Aguascalientes | 7 |
| Guanajuato | 3 |
| Campeche | 1 |
| Tamaulipas | 15 |
| Sonora | 5 |
| Chihuahua | 8 |
| Guerrero | 25 |
| Colima | 17 |
| CDMX | 27 |
| Yucatán | 15 |
| Quintana Roo | 5 |

| | |
|-----------------|----|
| Coahuila | 6 |
| Puebla | 20 |
| Veracruz | 17 |
| Jalisco | 13 |
| Morelia | 25 |
| Tlaxcala | 10 |
| Nayarit | 16 |
| Oaxaca | 12 |
| Baja California | 22 |
| Ecatepec | 25 |
| San Luis Potosi | 15 |
| Hidalgo | 14 |

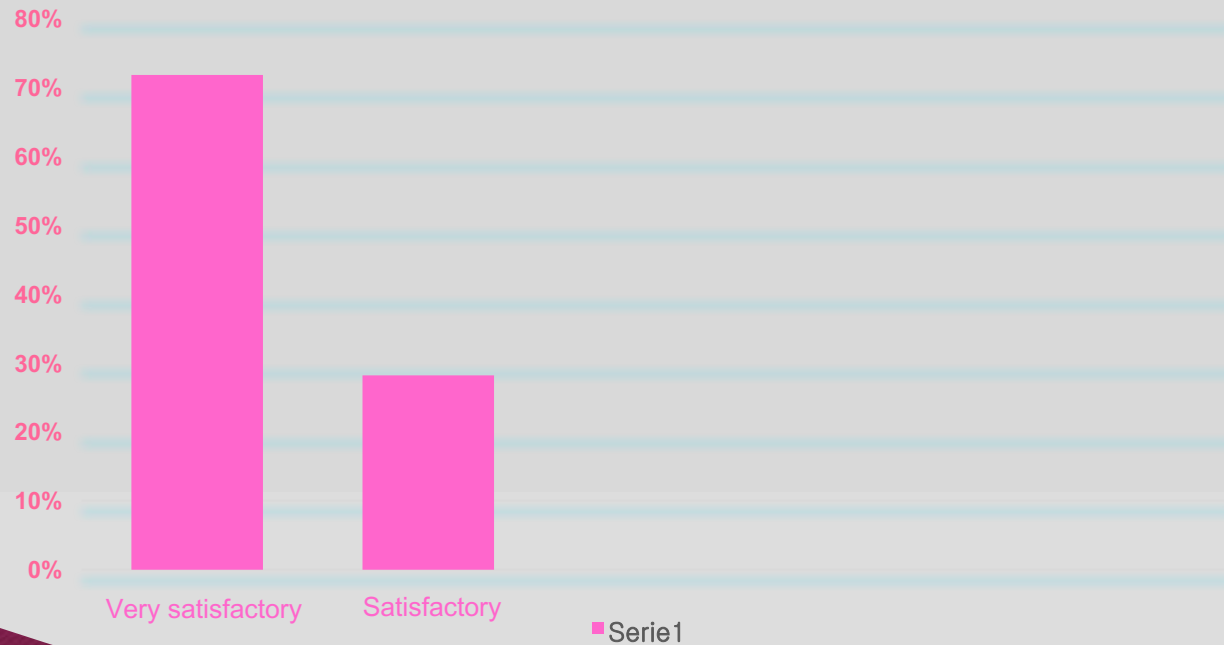
TOTAL

355

Satisfaction of the attendees



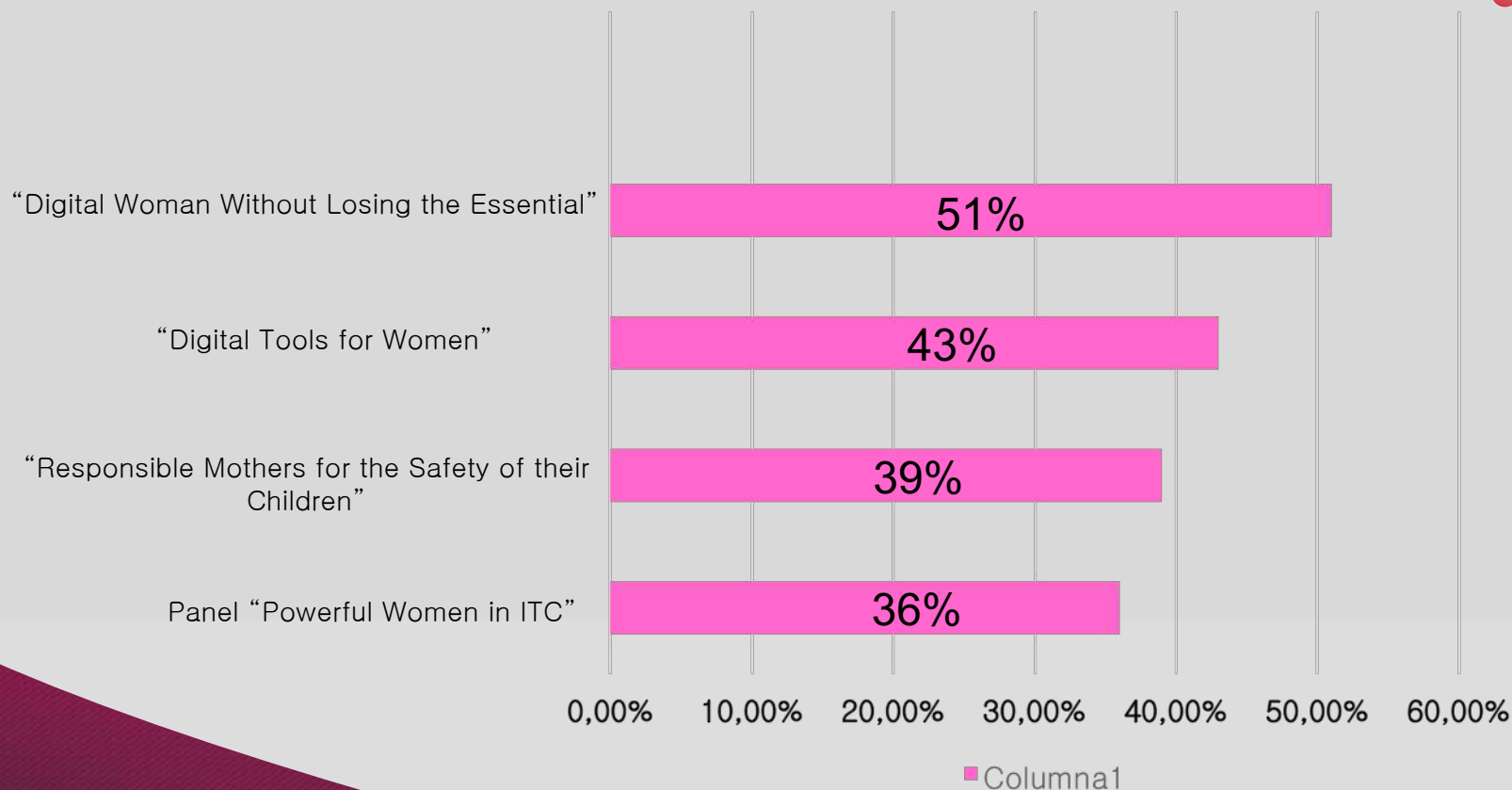
Experience of the event



Opinions of the attendees



Your favorite conference





Would you apply what was seen in the event in your life?



“



"... no matter what you do, or your age, it is to be informed, up to date, it is a new era of communication, thank you very much for this source of growth "

-Estela Flores, 41 años

“



"If I want to grow and improve day to day, now that it has been a challenge to leave my fears ... this is a step for me. I have 3 beautiful little ones and it has been work for me to learn about all this technology..."

– Rocío Flores, 39 años

“



"They teach me a lot in all the conferences, each time I attend I learn how to become a better mother for my 4 years daughter. Everything relating to technology I will apply it to my girl."

– Magdalena Márquez, 43 años

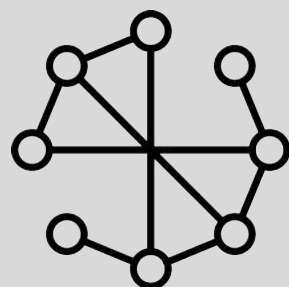
In appreciation



@ The 8th Mama Digital Conference took place thanks to all the people, allies and sponsors who contributed to this event, making it possible for hundreds of women to know the opportunities they can find in the digital age to positively transform their lives.

THANK YOU!

Sponsors



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