



IN CONFERENCE WORKSHOP DESCRIPTIONS
26th BIENNIAL CONFERENCE
St. Vincent and the Grenadines
24th March 2027

“ Leveraging Social Media for Lifelong Learning and Wealth Development ”

In conference workshops provide delegates with an opportunity to:

1. Connect and build networks.
2. Acquire skills for personal development, leisure, and entrepreneurship.
3. Engage in skill-building activities that leverage social media and indigenous knowledge to create wealth.

You are required to select three (3) workshops, ranking them from 1-3 with (1) being your first choice. Delegates will be allocated on a first come first serve basis. A packed lunch will be provided.

Participants will need the following:

- A smart device and Wi-Fi access (will be provided) for live setup sessions
- Photos and descriptions of business ideas, home economics content etc.
- Business name ideas, logo, and preferred color palette.

Workshop 1 Launching an Online Storefront such as Etsy and Shopify

In this workshop, participants will learn how to build a successful Shopify store from the ground up and turn an entrepreneurial idea into a profitable online business. They will explore how to choose the right platform and attract their first paying customers.

Workshop 2 : Creating home economics content for social media platforms such as TikTok.

This hands-on workshop helps educators, content creators, and hobbyists turn home economics knowledge and traditional life skills into engaging digital content for TikTok, Instagram Reels, and YouTube Shorts. Participants will learn to create attention-grabbing five-second openings and produce professional-looking demonstrations using a smartphone and basic lighting.

Workshop 3 Building an academic community through LinkedIn.

This workshop introduces participants to building an academic community on LinkedIn. Participants will learn to create a professional presence, connect with academic networks, improve their LinkedIn profiles, and practise effective networking and engagement strategies.

Workshop 4 Using Canva to design a product logo, QR code, and short link.

This workshop introduces participants to Canva as an easy-to-use design tool for creating promotional materials for a real or sample product. Participants will design visual branding materials, including a logo, QR code, and short link.

Workshop 5 Creating a cooking tutorial for the CAHE YouTube channel.

This workshop introduces participants to creating cooking tutorials for the CAHE YouTube channel. Participants will learn to plan, produce, and present educational YouTube tutorials, with emphasis on clear communication, food preparation demonstrations, and basic video production techniques.

Workshop 6 Producing podcasts on home economics topics.

This workshop introduces participants to podcast development and production for public education and professional communication in home economics. Participants will learn to plan, script, record, edit, and publish a short podcast on a contemporary home economics issue, while exploring strategies for engaging listeners, conducting interviews, and promoting podcasts across platforms.

Workshop 7 Selling digital products online, such as educational materials.

This workshop introduces participants to selling digital products online, including educational materials. Participants will learn how to create, market, and sell products such as lesson plans, worksheets, e-books, templates, and other educational resources. They will also design a sample digital product and identify suitable online sales platforms.

Workshop 8 Promoting services such as public speaking, tutoring, and consulting through social media.

This workshop introduces participants to social media strategies for promoting services such as public speaking, tutoring, and consulting. The focus will be on branding, audience engagement, and digital marketing techniques. Participants will also develop a social media marketing plan and promotional content for a selected service.

Workshop 9 Searching for online jobs in tutoring, mentoring, and editing.

This workshop introduces participants to strategies for finding online tutoring, mentoring, and editing jobs. Participants will learn how to identify suitable remote work platforms, secure opportunities, create professional profiles, and strengthen their career prospects and portfolios.

Workshop 10 Developing online forms and questionnaires.

This workshop introduces participants to developing online forms and questionnaires. Participants will learn to use digital tools to collect information through forms and surveys, with applications in education, research, and community development. They will also create and test an online questionnaire and analyse sample responses.

Workshop 11 Using creative fabric decoration techniques to personalize items.

Want to refresh, renew and transform your tired garments and accessories into stylish, one-of-a-kind pieces? Come and experiment with creative fabric decorative techniques to design pieces with color, texture, and flair, turning simple items that are unique into eye-catching, sustainable expressions of a style that's unmistakably you.

Workshop 12 Creating a quick garment pattern and posting the tutorial on YouTube

In this workshop, participants will learn the basics of simple pattern drafting and how to present the process through video tutorials for online audiences. They will draft a basic garment pattern and create and upload a short instructional video segment.

Workshop 13 Preparing Vincentian Madungo Bakes

This practical culinary workshop celebrates Vincentian food heritage through the preparation of Madungo Bakes, a traditional dish made with arrowroot starch and other local ingredients. Participants will explore its cultural significance, ingredient selection, preparation methods, and presentation techniques. They will also prepare, bake or fry, and evaluate Madungo Bakes while discussing opportunities for cultural tourism and food entrepreneurship.

Workshop 14 Preparing Cassava bread

This workshop introduces participants to cassava bread production and packaging, with emphasis on indigenous food traditions, food security, and the use of local agricultural resources. Participants will also assess the quality characteristics of cassava bread.

Workshop 15 Preparing Jamaican Gizzadas



The Jamaican gizzada, affectionately known as "pinch-me-round," is a traditional pastry made with a sweet, spiced coconut filling baked in a short crust shell with distinctive hand-pinched edges. It is easily recognizable by its signature pinched, ruffled edges. It is a popular Jamaican snack or dessert, perfect for teatime, celebrations,

bake sales, and cultural events, and is a delicious representation of Jamaica's rich culinary heritage.

Workshop 16 Preparing Trini Chow

This workshop introduces participants to Trini Chow, a popular street food in Trinidad and Tobago. Chow is a refreshing fruit salad made with a variety of chopped fruits and or vegetables such as green mangoes, golden apples, cucumbers, and pineapples, seasoned with herbs and spices of choice including pepper, garlic, onions, herbs, thyme, and chadon beni, then tossed in lime or lemon juice for a tangy, salty, and spicy flavour.