

# Telkom hosts Women Disruptors Webinar to empower female entrepreneurs to run successful businesses during the Covid-19 period and beyond

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According to survey conducted by Facebook in partnership with the World Bank and OECD, women are still in the minority when it comes to entrepreneurship. More than half of the South Africa population is female, yet only 34% of SMEs are women-led.

The Gates Foundation also reported that the global economy would grow by an estimated \$28tn by the year 2025 if women participated in the economy to the same degree as men.

South Africa's leading telecommunications company Telkom, has decided to announce the date for the highly impactful webinar in honour of Women's month and celebrating the rise in female entrepreneurship.

The **Telkom Women Disruptors Webinar** will be hosted on the last day of August by the giant telecommunications' newly launched subsidiary marketplace, yep! and Telkom FutureMakers who have partnered with IBM, Microsoft and NetCampus.

"We are proud to announce that we will be hosting the Telkom Women Disruptors Webinar FREE of charge on 31 August to celebrate the surge in female entrepreneurship and to honour women's month by sharing valuable insights and skill to women," says Mmathebe Zvobwo, Executive: Telkom FutureMakers.

The webinar will be graced by some of the most notable female entrepreneurs and founders in the panel, including Dr Theo Mothoa-Frendo, Amanda Dambuza, and more.

Some of the critical skills and insights that will be gained from the leading speakers include:

- Business strategy during Covid-19 and beyond
- Financial Modelling in your sector- challenging your assumptions post Covid-19

- How to pivot your business during Covid-19 period
- Importance of Digital Marketing

“As Telkom, we emphasise our purpose and mission to leave no man behind, and we do this consistently throughout our service and product offerings. This webinar is no exception, it is part of a broader mission that we connect people not only with each other but also with opportunities, knowledge and skills. This webinar aims to prepare our Disruptors for the new normal and the takeouts from it will set the participants and attendees up for success,” adds Zvobwo.

By registering and attending the Telkom Women Disruptors Webinar, participants will receive a Yep! voucher to boost their businesses. They will also get free digital training packages from IBM and Microsoft to help empower them to further thrive in business.

## The webinar will take place as follows:

**DATE:** Monday, 31 August 2020

**TIME:** 10am – 3pm

**RSVP:** [https://apps.telkom.co.za/rsvp/yep-future-makers/index.html?utm\\_source=organic\\_twitter&utm\\_medium=tw\\_feed&utm\\_campaign=telkomwomen\\_disruptors&utm\\_content=registration](https://apps.telkom.co.za/rsvp/yep-future-makers/index.html?utm_source=organic_twitter&utm_medium=tw_feed&utm_campaign=telkomwomen_disruptors&utm_content=registration)

The first 70 registered female participants will also receive a bonus gift from NetCampus. There will also be a gift from YEP given on the day!

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