



ACWICT

Creative Economy Track Virtual Training and Physical Bootcamps Schedule



The UKDAP-Inclusive Digital Future Project (IDF)

DELIVERED BY



INTRODUCTION TO THE CREATIVE ECONOMY TRACK

The creative economy is now a key pillar of the global digital economy, fueled by technology, creativity, and entrepreneurship. It includes sectors such as digital content creation, media, design, performing arts, and online branding, all of which are increasingly driven by digital platforms, artificial intelligence, and global connectivity. As economies move toward knowledge and innovation, creative work has become central to value creation, distribution, and monetization. In Kenya and across Africa, this shift is enabling flexible, scalable work that relies less on traditional infrastructure, making the creative sector a vital driver of inclusive economic growth.

The creative economy provides young people, women, and persons with disabilities with a strong entry point into the digital workforce. Unlike traditional sectors that require significant capital or formal employment, creative digital work is accessible with common tools such as smartphones, internet access, and digital platforms. This reduces barriers and enables participation from groups often excluded from mainstream opportunities. Individuals can turn skills in storytelling, design, video production, or digital marketing into income through freelancing, entrepreneurship, and platform-based monetization.

The creative economy is about more than employment; it offers agency, voice, and representation. It enables youth, women, and persons with disabilities to shape narratives,

influence culture, and participate in the digital public sphere. Through content creation and digital storytelling, marginalized groups can challenge stereotypes, share local knowledge, and build brands that resonate locally and globally. This supports broader goals of inclusion, equity, and empowerment, making the creative economy a strategic avenue for meaningful participation in the digital ecosystem.

The UKDAP Inclusive Digital Futures (IDF) programme's Creative Economy Track is designed as a pathway to employment and entrepreneurship. It focuses on practical skills such as content creation, branding, marketing, and monetization, enabling participants to move directly from learning to earning.





By emphasizing real-world digital competencies and portfolio development, the track ensures participants gain marketable skills and immediate relevance in the creative sector. The program meets the growing demand for digital creative services and empowers participants to build sustainable careers in the digital economy.

Building on this context, the Creative Economy Track Training Schedule has been deliberately designed to translate opportunity into structured capability development. It provides a clear, phased pathway that moves participants from a foundational understanding of the creative economy to practical application and market readiness. Through a combination of virtual learning and hands-on bootcamps, the schedule ensures that participants progressively acquire skills in content creation, branding, marketing, and monetization while simultaneously developing tangible outputs, such as portfolios and digital products. This structured progression is critical for bridging the gap between potential and practice, ensuring that youth, women, and persons with disabilities are not only exposed to opportunities in the digital creative sector but also fully equipped to participate competitively, generate income, and sustain their presence in the market.

The Schedule

The Creative Economy Track Schedule provides a structured learning pathway designed to equip participants with the skills, knowledge, and competencies required to thrive in Kenya's dynamic digital creative sector. In today's digital economy, content creation, branding, and online entrepreneurship are key drivers of innovation, employment, and economic

growth. This track prepares participants to actively participate in the creative industry by leveraging digital tools, platforms, and monetization opportunities.

The schedule follows a progressive learning model, moving participants through the following phases:

- Understanding the Creative Economy – Sectors, stakeholders, trends, and opportunities
- Content Creation & Digital Tools – Workflow, AI tools, and production techniques
- Branding, Marketing & Monetization – Personal brand, marketing strategies, and income streams
- Financial Planning & Entrepreneurship – Freelancing, budgeting, and revenue generation
- Professional Practice & Career Development – Portfolio creation, pitching, and professional readiness

Virtual training sessions serve as the foundation, introducing key concepts, practical tools, and digital skills. The sessions emphasize:

- Interactive and hands-on learning
- Real-world case studies and examples
- Collaborative exercises and peer reviews

Participants are expected to use this schedule as a reference and planning tool, actively engage in all sessions, complete assignments, and prepare for the application during the county bootcamps. Knowledge and skills acquired during the virtual sessions are reinforced and applied in the practical bootcamp phase, ensuring a smooth transition from theory to practice.



Participant Expectations:

- Attend all sessions punctually and actively participate in exercises and discussions
- Complete practical assignments and contribute to peer reviews
- Apply learnings consistently, both during and after the programme
- Network with peers, mentors, and industry professionals for ongoing growth

Assessment and Feedback:

- Trainers will provide formative feedback on exercises, content production, and portfolio submissions
- Participants will complete end-line surveys and receive guidance on next steps
- Performance is assessed through practical application, portfolio quality, and presentation/pitch delivery

By the end of the programme, participants are expected to confidently create and publish digital content, develop a personal brand, implement marketing strategies, monetize platforms, and operate as freelancers or creative entrepreneurs.



PROGRAMME OVERVIEW FOR THE CREATIVE ECONOMY

The Creative Economy Track is structured as a two-phase learning journey that integrates theoretical knowledge with practical application. The programme is designed to ensure that participants progressively build competencies and ultimately demonstrate their skills through real outputs.

Programme Flow

The learning journey follows a clear progression:

- Virtual Training Phase → Foundational knowledge and skill development
- Physical Bootcamp Phase → Hands-on application and portfolio development
- Creative Portfolio Development → Practical output showcasing skills
- Showcase & Graduation → Presentation, feedback, and certification readiness

Phase-Based Learning Outcomes

Virtual Training Phase

By the end of the virtual sessions, participants will be able to:

- Understand the structure and opportunities within the creative economy
- Plan and script digital content
- Apply basic branding and marketing principles
- Identify monetization opportunities
- Develop initial ideas for a creative portfolio

Bootcamp Phase

By the end of the physical training, participants will be able to:

- Produce and edit high-quality digital content
- Apply branding and marketing strategies to real projects
- Develop and present a complete creative portfolio
- Demonstrate monetization and freelancing readiness
- Pitch their work confidently and professionally

Participant Expectations & Guidelines

To ensure maximum benefit from the programme, participants are expected to adhere to the following:

- Attendance & Punctuality: Attend all sessions fully and arrive on time
- Active Participation: Engage in discussions, group work, and practical exercises
- Assignment Completion: Complete all assigned tasks, including scripts, content, and portfolio work
- Collaboration: Participate in peer reviews and support fellow participants
- Professional Conduct: Maintain discipline, respect trainers and peers, and follow instructions

Failure to meet participation and attendance requirements may affect progression to the bootcamp or certification.

Pre-Training Requirements

Participants are required to prepare the following before the start of the training:

Technical Requirements

- Smartphone or laptop capable of content creation
- Stable internet connection for virtual sessions

Required Tools & Applications

Participants are encouraged to install and familiarize themselves with:

- Canva
- CapCut
- Basic AI tools (e.g., text-to-video, background removal tools)

Content Preparation

- Come with at least one content idea or niche
- Optional: Bring any previous work or portfolio samples

This preparation will ensure participants can fully engage in practical sessions from the beginning.

VIRTUAL TRAININGS

Dates:

- Cohort 1; 19th, 20th and 23rd February
- Cohort 2; 26th-28th February
- Cohort 3; 26th - 28th March 2026

Time: 9:00 AM - 1:00 PM daily

Background & Learning Context

The virtual training phase serves as the foundation of the Creative Economy Track, equipping participants with essential knowledge and practical skills in content creation, branding, marketing, and digital entrepreneurship.

The sessions are structured to move participants from:

Understanding → Creation → Marketing → Monetization → Professional Application

By the end of the training, participants should be able to:

- Create digital content
- Build a personal brand
- Develop marketing strategies
- Monetize content
- Operate as freelancers or entrepreneurs

COHORT 1 - VIRTUAL TRAINING

Dates: 19th - 23rd February

Time: 9:00 AM - 1:00 PM

Day 1 - Introduction & Content Creation (19th February)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 - 10:30	Introduction to the Creative Economy	Definition, sectors, stakeholders	Presentation, case studies	Listening, note-taking
10:30 - 10:40	Break	—	—	—
10:40 - 1:00	Content Creation Process & Digital Tools	Workflow & tools	Demonstrations, AI tools	Script drafting, tool practice

Session Details

SESSION 1: INTRODUCTION TO THE CREATIVE ECONOMY

Facilitator: Damaris Naliaka Simiyu

Content Covered:

- Definition of creative economy
- Key sectors (media, arts, digital content, design)
- Stakeholders and platforms
- Industry trends and opportunities
- Monetization platforms

Objective:

Enable learners to understand the structure and economic role of the creative economy.

Methodology:

- Interactive lecture
- Case study analysis
- Sector mapping

Outcome:

- Learners define creative economy
- Identify at least 5 sectors

SESSION 2: CONTENT CREATION PROCESS & DIGITAL TOOLS

Facilitator: Nicholas Kirui

Content Covered:

Content workflow: Plan → Script → Record → Edit → Publish

Tools: Canva, CapCut, AI tools

AI tools:

- Text-to-speech
- Text-to-video
- Picture-to-video
- Background removal
- Leonardo AI

Objective:

Introduce learners to content creation workflows and digital tools.

Methodology:

- Tool demonstrations
- AI script generation
- Trend analysis

Outcome:

- Script draft completed
- Content outline developed

Day 2 - Marketing, SEO & Branding (20th February)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 - 10:30	Marketing, SEO & Monetization	Digital growth strategies	Campaign demos	Strategy drafting
10:30 - 10:40	Break	—	—	—
10:40 - 1:00	Storyboarding, Scriptwriting & Branding	Visual storytelling	Group work, templates	Storyboard creation

Session Details

SESSION 1: MARKETING, SEO & MONETIZATION

Facilitator: Nehemiah Ratemo

Content Covered:

- SEO and hashtags
- Analytics and performance tracking
- Ads and affiliate marketing
- Sponsorships
- AdSense monetization

Objective:

Develop digital marketing and monetization strategies.

Methodology:

- Campaign templates
- Analytics demonstrations

Outcome:

- Marketing plan drafted
- Monetization strategy created

SESSION 2: STORYBOARDING, SCRIPTWRITING & BRANDING BASICS

Facilitator: Nicholas Kirui

Content Covered:

- Storyboarding techniques
- Scriptwriting and hooks
- Audience targeting
- Ethical AI use

Branding:

- Logos
- Color psychology
- Positioning

Objective:

Develop storytelling and branding competencies.

Methodology:

- Group script drafting
- Peer reviews
- Brand worksheets

Outcome:

- Storyboard created
 - Script completed
- Brand identity drafted

Day 3 – Financial Planning & Entrepreneurship (22nd February)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 – 10:30	Financial Planning & Digital Revenue	Income strategies	Budget walkthrough	Budget creation
10:30 – 10:40	Break	–	–	–
10:40 – 1:00	Video Production & Marketing Review	Production workflow	Demonstrations	Practical application

Session Details

SESSION 1: FINANCIAL PLANNING, FREELANCING & ENTREPRENEURSHIP

Facilitator: Nehemiah Ratemo

Content Covered:

- Budgeting and income streams
- MMFs and financial integrity
- Freelance platforms (Upwork)
- Portfolio creation
- Pitching models

Objective:

Prepare learners for digital entrepreneurship.

Methodology:

- Budget exercises
- Mock profiles
- Pitch practice

Outcome:

- Budget plan created
- Freelancer profile drafted

SESSION 2: VIDEO PRODUCTION & MARKETING REVIEW

Facilitator: Damaris Naliaka Simiyu

Content Covered:

- Framing, lighting, sound
- Editing workflow
- AI enhancement
- Marketing review

Objective:

Reinforce production and marketing skills.

Methodology:

- Demonstrations
- Editing walkthrough

Outcome:

- Production workflow understood
- Marketing plan finalized

COHORT 2 - VIRTUAL TRAINING

Dates: 26th - 28th February

Time: 9:00 AM - 1:00 PM

The second cohort to follow the same structure and curriculum as Cohort 1, ensuring consistency in delivery and learning outcomes.

Training Methodology

The training adopted a blended interactive approach including:

- Lectures and presentations
- Tool demonstrations and AI integration
- Case study analysis
- Peer reviews and collaboration
- Worksheets and practical assignments

COHORT 3 - VIRTUAL TRAINING

Dates: 26th - 28th March

Time: 9:00 AM - 2:00 PM

Cohort 3 was designed for participants who did not meet the minimum attendance threshold required during the virtual training to qualify for the physical sessions, as well as newly on boarded participants who had not previously undergone the virtual training.

Day 1 - Introduction, Marketing & Monetization (26th March)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 - 10:30	Introduction to the Creative Economy	Definition, sectors, stakeholders	Presentation, case studies	Listening, note-taking
10:30 - 10:40	Break	—	—	—
10:40 - 12:10	Marketing, SEO & Monetization	Digital growth strategies	Campaign demos	Strategy drafting
12:10 - 2:00	Financial Planning & Digital Revenue	Income strategies	Budget walkthrough	Budget creation

Session Details

SESSION 1: INTRODUCTION TO THE CREATIVE ECONOMY

Facilitator: Nehemiah Ratemo

Content Covered:

- Definition of creative economy
- Key sectors (media, arts, digital content, design)
- Stakeholders and platforms
- Industry trends and opportunities
- Monetization platforms

Objective:

Enable learners to understand the structure and economic role of the creative economy.

Methodology:

- Interactive lecture
- Case study analysis
- Sector mapping

Outcome:

- Learners define creative economy
- Identify at least 5 sectors

SESSION 2: MARKETING, SEO & MONETIZATION

Facilitator: Nehemiah Ratemo

Content Covered:

- SEO and hashtags
- Analytics and performance tracking
- Ads and affiliate marketing
- Sponsorships
- AdSense monetization

Objective:

Develop digital marketing and monetization strategies.

Methodology:

- Campaign templates
- Analytics demonstrations

Outcome:

- Marketing plan drafted
- Monetization strategy created

SESSION 3: FINANCIAL PLANNING, FREELANCING & ENTREPRENEURSHIP

Facilitator: Nehemiah Ratemo

Content Covered:

- Budgeting and income streams
- MMFs and financial integrity
- Freelance platforms (Upwork)
- Portfolio creation
- Pitching models

Objective:

Prepare learners for digital entrepreneurship.

Methodology:

- Budget exercises
- Mock profiles
- Pitch practice

Outcome:

- Budget plan created
- Freelancer profile drafted

Day 2 – Content Creation, Scripting & Branding (27th March)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 – 10:30	Content Creation Process & Digital Tools	Workflow & tools	Demonstrations, AI tools	Script drafting
10:30 – 10:40	Break	–	–	–
10:40 – 12:10	Storyboarding & Scriptwriting	Visual storytelling	Group work	Storyboard creation
12:10 – 2:00	Branding Basics	Identity & positioning	Worksheets	Brand creation

Session Details

SESSION 1: CONTENT CREATION PROCESS & DIGITAL TOOLS

Facilitator: Nicholas Kirui

Content Covered:

Content workflow: Plan → Script → Record → Edit → Publish

Tools: Canva, CapCut, AI tools

AI Tools:

- Text-to-speech
- Text-to-video
- Picture-to-video
- Background removal
- Leonardo AI

Objective:

Introduce learners to content creation workflows and tools.

Methodology:

- Tool demonstrations
- AI script generation
- Trend analysis

Outcome:

- Script draft completed
- Content outline developed

SESSION 2: STORYBOARDING & SCRIPTWRITING

Facilitator: Nicholas Kirui

Content Covered:

- Storyboarding techniques
- Scriptwriting and hooks
- Audience targeting
- Ethical AI use

Objective:

Develop storytelling and planning competency.

Methodology:

- Group drafting
- Peer review

Outcome:

- Storyboard created
- Script completed

SESSION 3: BRANDING BASICS

Facilitator: Nicholas Kirui

Content Covered:

- Brand identity
- Logos
- Color psychology
- Positioning

Objective:

Equip learners with branding strategy knowledge.

Methodology:

- Brand worksheets
- Case discussions

Outcome:

- Brand identity draft created

Day 3 – Video Production & Marketing Review (28th March)

TIME	SESSION	KEY FOCUS	TRAINER ACTIVITIES	LEARNER ACTIVITIES
9:00 – 10:30	Video Production Essentials	Production workflow	Demonstrations	Observation
10:30 – 10:40	Break	–	–	–
10:40 – 12:10	Video Editing & AI Enhancement	Editing tools	Walkthrough	Practice
12:10 – 2:00	Marketing, SEO & Monetization Review	Strategy reinforcement	Campaign exercises	Plan finalization

Session Details

SESSION 1: VIDEO PRODUCTION ESSENTIALS

Facilitator: Damaris Naliaka Simiyu

Content Covered:

- Framing, lighting, sound
- Camera handling
- Production workflow

Objective:

Build understanding of video production quality.

Methodology:

- Demonstrations
- Practical examples

Outcome: Learners understand production setup

SESSION 2: VIDEO EDITING & AI ENHANCEMENT

Facilitator: Nicholas Kirui

Content Covered:

- Editing workflow
- AI enhancement tools
- CapCut, Canva editing

Objective:

Develop editing competency.

Methodology:

- Editing walkthrough
- Practice exercises

Outcome: Edited content produced

SESSION 3: MARKETING, SEO & MONETIZATION REVIEW

Facilitator: Nicholas Kirui

Content Covered:

- SEO, hashtags
- Analytics
- Ads and affiliate programs
- Sponsorships

Objective:

Reinforce marketing and monetization strategies.

Methodology:

- Campaign exercises
- Analytics demonstrations

Outcome: Marketing plan finalized

Curriculum Structure & Learning Outcomes

1. Understanding Creative Economy, Digital Tools & AI

Units Covered:

- Unit 1: Introduction to Creative Economy
- Unit 2: Content Creation Tools

Learning Outcomes:

- Understand creative economy concepts
- Apply AI tools effectively
- Create digital content

2. Digital Safety & Copyright

Units Covered:

- Unit 4: Digital Safety & Ethics

Learning Outcomes:

- Understand copyright laws
- Apply ethical content practices
- Protect digital content

3. Video Editing & Production

Units Covered:

- Content Creation & Branding

Learning Outcomes:

- Understand production processes
- Apply editing tools
- Create high-quality videos

4. Marketing, Freelancing & Entrepreneurship

Units Covered:

- Branding & Monetization
- Freelancing

Learning Outcomes:

- Understand digital marketing
- Apply freelancing strategies
- Create income streams

5. Advanced Content Creation

Key Areas:

- Analytics
- Automation
- Audience engagement
- Content strategy



Learning Outcomes:

- Optimize content performance
- Build digital communities
- Create scalable content

6. Career Development & Monetization

Key Areas:

- AI productivity tools
- Digital product creation
- Career pathways

Learning Outcomes:

- Identify career opportunities
- Apply AI for productivity
- Build sustainable digital careers

Expected Outcomes

By the end of the training, participants will:

- Create and publish digital content
- Build personal brands
- Develop marketing strategies
- Monetize digital platforms
- Operate as freelancers or entrepreneurs



PHYSICAL BOOTCAMPS – PRACTICAL PHASE

The county bootcamps represent the culmination of the Creative Economy Track, where participants transition from virtual learning into hands-on practical application. Delivered across Busia, Siaya, and Elgeyo Marakwet counties, the bootcamps provide a structured environment for participants to apply their knowledge through real content creation activities, digital tools, and a personal output – the Creative Portfolio & Content Plan – developed and presented across both days.

While the locations and dates differ, the bootcamps follow a standardized training model, ensuring consistency in learning outcomes across all counties. Each bootcamp is designed to strengthen three core areas:

- Content production & digital tools application – creating real content using video, design, and AI tools
- Branding & marketing execution – building a personal brand and publishing optimized content
- Monetization & professional readiness – developing income strategies, pitching ideas, and building a creative portfolio

BOOTCAMP SCHEDULE BY COUNTY

Busia County: 8th – 9th April 2026 (9:00 AM – 4:00 PM each day)

Siaya County: 14th – 15th April 2026 (9:00 AM – 4:00 PM each day)

Elgeyo Marakwet County: 21st – 22nd April 2026 (9:00 AM – 4:00 PM each day)

Graduation ceremonies are held in each county following completion of the bootcamp.

BOOTCAMP STRUCTURE AND FOCUS AREAS

Day 1: Create It, Build It

The first day focuses on content creation, production, and branding fundamentals. Participants work on real content projects, including scripting, recording, editing, and developing their personal brand identity.

The day builds toward the Creative Portfolio (Part 1) including:

- Content idea and script
- Recorded and edited content
- Initial brand identity

Day 2: Market It, Monetize It, Own It

The second day focuses on marketing, monetization, and professional readiness. Participants finalize their creative portfolio, develop marketing strategies, and present their work.

The day builds toward:

- Completed Creative Portfolio (Part 2)
- Marketing and monetization strategy
- Final presentation and pitch

BUSIA COUNTY BOOTCAMP - PHYSICAL TRAINING

Dates: 8th - 9th April 2026

Time: 9:00 AM - 4:00 PM each day

DAY 1 - CREATE IT, BUILD IT (8TH APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 - 9:30	Opening & Scene Setting	Welcome, programme recap, introduce Creative Portfolio, icebreaker, peer pairing	Participants engaged; Creative Portfolio introduced; learners paired and actively participating
9:30 - 11:00	Session 1: Content Creation & Planning	Content ideation, niche selection, scripting, storyboard development	Each participant develops a content idea, selects a niche, and produces a draft script and storyboard
11:00 - 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 - 1:00	Session 2: Video Production Practical	Camera handling, framing, lighting, sound, recording content	Participants record at least one piece of content applying proper framing, lighting, and audio techniques
1:00 - 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 - 3:30	Session 3: Editing & AI Tools	Editing using CapCut, Canva; AI tools (text-to-video, background removal, voice tools)	Participants edit recorded content and apply at least one AI tool in their workflow
3:30 - 3:45	Afternoon Tea Break	—	Participants refreshed and prepared for final session
3:45 - 4:00	Day 1 Close - My Creative Identity	Personal brand reflection, draft bio, portfolio progress review	Each participant drafts a personal bio and updates their Creative Portfolio with Day 1 outputs

DAY 2 - MARKET IT, MONETIZE IT, OWN IT (9TH APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 - 9:15	Day 2 Energizer & Recap	Recap, energizer, Day 2 goals	Participants actively engaged; key Day 1 concepts recalled; Day 2 objectives clearly understood
9:15 - 11:00	Session 4: Branding & Marketing Execution	Brand identity (logos, colors, positioning), SEO, hashtags, analytics	Each participant develops a basic brand identity and outlines a marketing strategy including SEO and hashtags
11:00 - 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 - 12:30	Session 5: Monetization & Income Streams	AdSense, affiliate marketing, sponsorships, digital products	Participants identify at least two monetization methods and draft a basic income strategy
12:30 - 1:00	Session 6: Freelancing & Portfolio Building	Upwork setup, portfolio structure, gig creation	Participants create or outline a freelance profile and structure a basic portfolio or gig offering
1:00 - 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 - 3:30	Session 7: The Showcase	Content presentation, portfolio showcase, peer review, trainer feedback	Participants present their content/portfolio; receive feedback; demonstrate improved confidence and clarity
3:30 - 3:45	Afternoon Tea Break	—	Participants refreshed and prepared for closing session
3:45 - 4:00	Closing, Endline Survey & Next Steps	30-day plan, feedback, graduation briefing	Participants complete endline survey; develop a 30-day action plan; understand next steps and graduation requirements

SIAYA COUNTY BOOTCAMP - PHYSICAL TRAINING

Dates: 14th - 15th April 2026

Time: 9:00 AM - 4:00 PM each day

DAY 1 - CREATE IT, BUILD IT (14TH APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 - 9:30	Opening & Scene Setting	Welcome, programme recap, Creative Portfolio introduction, icebreaker	Participants engaged; Creative Portfolio introduced; active participation in icebreaker observed
9:30 - 11:00	Session 1: Content Creation & Planning	Idea development, scripting, niche selection	Each participant develops a content idea, selects a niche, and produces a draft script
11:00 - 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 - 1:00	Session 2: Video Production	Recording, lighting, sound	Participants record at least one piece of content applying basic lighting, sound, and framing techniques
1:00 - 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 - 3:30	Session 3: Editing & AI Tools	CapCut, Canva, AI tools	Participants edit recorded content and apply at least one digital or AI tool in the editing process
3:30 - 3:45	Afternoon Tea Break	—	Participants refreshed and prepared for final session
3:45 - 4:00	Day 1 Close - Creative Identity	Personal branding reflection	Each participant reflects on their personal brand and drafts a basic creative identity statement

DAY 2 - MARKET IT, MONETIZE IT, OWN IT (15TH APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 - 9:15	Day 2 Energizer & Recap	Recap and goals	Participants actively engaged; key Day 1 learnings recalled; Day 2 objectives clearly understood
9:15 - 11:00	Session 4: Branding & Marketing	SEO, analytics, branding	Participants develop a basic brand identity and outline a marketing approach using SEO and analytics concepts
11:00 - 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 - 12:30	Session 5: Monetization	Revenue strategies	Participants identify at least two revenue streams and draft a simple monetization strategy
12:30 - 1:00	Session 6: Freelancing	Profiles and pitching	Participants create or outline a freelance profile and develop a basic pitch
1:00 - 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 - 3:30	Session 7: Showcase	Presentations and feedback	Participants present their work; receive feedback; demonstrate improved confidence and clarity
3:30 - 3:45	Afternoon Tea Break	—	Participants refreshed and prepared for closing session
3:45 - 4:00	Closing & Next Steps	Commitments and graduation	Participants outline next steps, commit to action points, and understand graduation process

ELGEYO MARAKWET COUNTY BOOTCAMP - PHYSICAL TRAINING

Dates: 21st – 22nd April 2026

Time: 9:00 AM – 4:00 PM each day

DAY 1 – CREATE IT, BUILD IT (21ST APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 – 9:30	Opening & Scene Setting	Welcome, introductions, Creative Portfolio	Participants engaged; introductions completed; Creative Portfolio clearly introduced and understood
9:30 – 11:00	Session 1: Content Planning	Idea development and scripting	Each participant develops a content idea and produces a draft script
11:00 – 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 – 1:00	Session 2: Production	Recording and setup	Participants record at least one piece of content applying proper setup, lighting, and sound techniques
1:00 – 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 – 3:30	Session 3: Editing	Editing tools and AI	Participants edit recorded content using at least one editing tool and apply basic AI enhancements
3:30 – 3:45	Afternoon Tea Break	—	Participants refreshed and prepared for final session
3:45 – 4:00	Day 1 Close	Brand identity reflection	Participants reflect on their personal brand and outline a basic brand identity

DAY 2 – MARKET IT, MONETIZE IT, OWN IT (22ND APRIL 2026)

TIME	ACTIVITY	FOCUS	INDICATORS
9:00 – 9:15	Energizer & Recap	Review	Participants actively engage in recap exercises and recall key points
9:15 – 11:00	Branding & Marketing	Strategy	Participants develop a basic branding and marketing strategy for their work
11:00 – 11:15	Morning Tea Break	—	Participants refreshed and return on time
11:15 – 12:30	Monetization	Income streams	Participants identify at least one monetization strategy applicable to their projects
12:30 – 1:00	Freelancing	Portfolio	Participants outline or update their freelancing portfolio
1:00 – 2:00	Lunch Break	—	Participants return on time and ready for afternoon session
2:00 – 3:30	Showcase	Presentations	Participants present their work and receive constructive feedback
3:30 – 3:45	Tea Break	—	Participants refreshed and prepared for closing
3:45 – 4:00	Closing	Graduation steps	Participants understand next steps for graduation and follow-up actions

Expected Outcomes

By the end of the bootcamp, participants are expected to:

- Create and publish high-quality digital content
- Build a personal brand and identity
- Apply marketing and SEO strategies
- Develop monetization plans
- Present and pitch creative work professionally

Assessment & Certification

Participant progress will be assessed continuously throughout the programme using practical and performance-based criteria.

Assessment Methods

- Completion of practical exercises (scripts, videos, branding tasks)
- Participation in sessions and group activities
- Quality and completeness of the Creative Portfolio
- Final presentation and showcase performance

Evaluation Criteria

Participants will be assessed based on:

- Creativity and originality
- Technical execution (content quality, editing, production)
- Application of branding and marketing strategies
- Professionalism and presentation skills

Certification

Participants who:

- Attend and actively participate in sessions
- Complete required assignments
- Develop and present a Creative Portfolio

Will be eligible for programme completion recognition and certification.

Career Pathways & Opportunities

The Creative Economy Track prepares participants for a wide range of

opportunities within the digital and creative industry.

Potential pathways include:

- Freelance content creator (video, graphics, social media)
- Social media manager or digital marketer
- Brand strategist or content consultant
- Influencer or digital content entrepreneur
- Creative business owner (design, media, production)

Participants are encouraged to explore multiple pathways, combining skills to create diverse income streams and sustainable careers.

Networking & Post-Programme Engagement

The programme emphasizes the importance of collaboration and continuous growth beyond the training period.

Participants are encouraged to:

- Build connections with peers and trainers
- Engage in collaborative projects
- Share opportunities and resources within the network
- Continue refining and publishing content after the programme

Where applicable, participants may also benefit from:

- Alumni or peer support networks
- Mentorship opportunities
- Access to industry insights and emerging trends



CONCLUSION

The Creative Economy Track is designed to empower participants to turn creativity into opportunity. From foundational concepts like content creation, branding, and digital marketing, to real-world application through production, editing, and monetization exercises, this programme ensures participants leave with actionable skills and strategies.

By completing this programme, participants will have developed a mix of creative, technical, and professional competencies. They will know how to:

- Present their work effectively to audiences and potential clients
- Build a personal brand that communicates value and professionalism
- Identify income opportunities and monetize content through various channels
- Operate as freelancers or entrepreneurs with confidence and discipline

Beyond skill acquisition, participants are encouraged to embrace innovation, adaptability, and resilience, essential qualities for thriving in a competitive

creative economy. Success depends on consistent application, experimentation, networking, and the courage to showcase one's unique voice.

This programme is a launchpad, not a finish line. Knowledge and skills must be continuously practiced, refined, and scaled to generate tangible opportunities. The Creative Economy Track positions participants to pursue diverse career pathways, including freelance content creation, digital marketing, brand consultancy, online entrepreneurship, and other emerging roles in the creative sector.

Ultimately, the true value of this programme lies in how effectively participants apply their learning. The skills gained equip participants to navigate Kenya's vibrant creative economy with confidence, professionalism, and purpose. Your success will be measured not only by what you have learned, but by how creatively, strategically, and consistently you turn that knowledge into impact.

Your success will not be defined by what you have learned, but by how consistently and professionally you apply it.



Ministry of Information,
Communications &
The Digital Economy



**UK International
Development**

Partnership | Progress | Prosperity

