

2023 NATIONAL YOUTH CONFERENCE

POST-EVENT REPORT



*Reformed Youth
Reformed Ghana*





INTERNATIONAL
YOUTH FELLOWSHIP

BRIGHT & CLEAN HEART



EXECUTIVE SUMMARY

National Youth Conference 2023: "Reformed Youth, Reformed Ghana"

The National Youth Conference 2023, organized in collaboration between the International Youth Fellowship (IYF) and the Ghana National Youth Authority (NYA), was a landmark event in the landscape of youth development in Ghana. Held from August 31st to September 3rd at the University of Ghana. The conference successfully gathered an estimated 4,000 young individuals. The theme, "Reformed Youth, Reformed Ghana," encapsulated the conference's primary goal: fostering a paradigm shift in the mindset of the youth, empowering them with new skills, and nurturing a new generation of change-makers.

Objectives and Scope

The conference aimed to provide a multidimensional platform to address critical areas in youth development. The objectives were threefold:

To provide mindset education aimed at transforming perspectives.

To impart practical skills and knowledge through various academies.

To foster networking and community building among young individuals.





STRUCTURE AND CONTENT

The conference spanned four days, with each day meticulously planned to offer a blend of mindset education, skill-building academies, and community engagement. The academies ranged from language courses such as Chinese, Korean, Japanese, and French, to skill-based programs like financial literacy, IT, and crafts.

Keynote addresses from dignitaries, including the Vice President of the International Youth Fellowship, West Africa and CEO of the National Youth Authority, were monumental highlights.

IMPACT AND ENGAGEMENT

Preliminary surveys and testimonials reveal significant impacts on participants' perspectives and skills. The mindset lectures by Dr. Oh Sei Jae, coupled with practical academies, were particularly well-received.

The conference served not only as a learning platform but also as a conduit for networking, and fostering relationships that could shape the future of the nation.

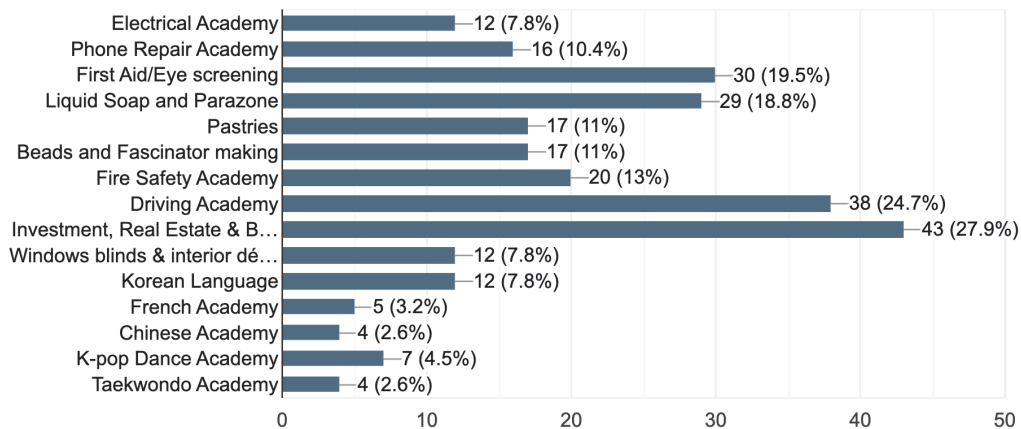


PERFORMANCE METRICS

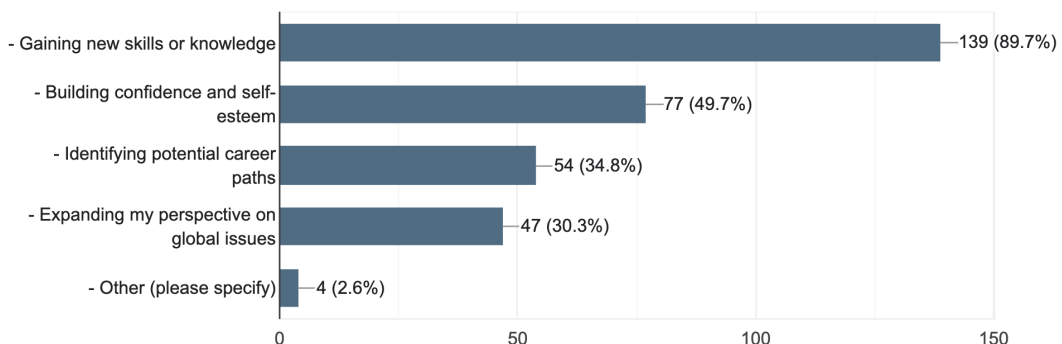
The event marked a high level of participation with full registration within the first week of its announcement. Subsequent feedback and surveys suggest a satisfaction rate of over 94.8%, a testament to the event's success in meeting its objectives.

A google sheet Survey was embedded into an SMS text and sent to about 1,800 available contacts of participants who were present at the conference. Responses collected as of 5th September are as follows;

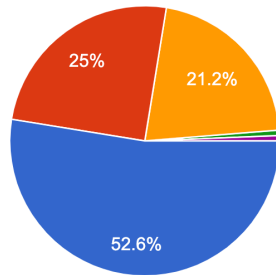
3. Which of the 15 academies have you participated in so far? (Select all that apply)



4. How do you envision the conference contributing to your personal or professional development?

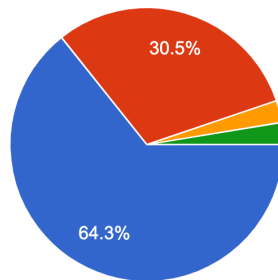


3. How much of new friends or networking opportunities have you made at the conference so far?



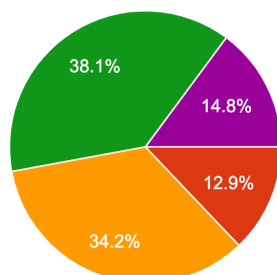
- - Very well, I have created new networks and made new friends
- - Average building new networks and making new friends
- - Starting to build my network and making new friends
- - Connecting with fellow participants
- - Engaging with speakers and presenters

How much would you recommend the National Youth Conference (NYC) to your friends or loved ones?



- Yes, I will highly recommend the NYC...! (above 90% certainty)
- I may recommend NYC (60% - 70% likely)
- I am not sure I will recommend NYC (less than 50%)
- I will not recommend it
- I am indifferent (undecided)

What is your age range?



- Below 15 years
- 15 - 21 years
- 22 - 26 years
- 27 - 35 years
- above 36 years

FINANCIAL SUMMARY

The conference was successfully conducted with allocated budget support by the NYA, sponsorships and donations and registration fees.

CONCLUSION

The National Youth Conference 2023 stands as a beacon for youth empowerment initiatives, achieving its set objectives and making a substantial impact on its participants. It has set a precedent for future youth-oriented programs and has taken a significant step toward creating "Reformed Youth" for a "Reformed Ghana."



DAY 1: SETTING THE STAGE

The conference began with an all-day registration process that facilitated check-in for participants. Attendees were welcomed at multiple registration booths, where they received their identification badges and an event kit that included the conference agenda, a map of the venue, and other relevant materials. The registration process was designed to set the tone for the well-organized and informative days that would follow.

In the evening, the atmosphere buzzed with anticipation as participants gathered for the orientation ceremony. The auditorium came alive with a series of artistic performances, showcasing multi-cultural dance groups, acapella choirs, and solo singers. These performances were more than mere entertainment; they served as a vibrant introduction to the rich cultural context within which the conference was taking place.

Following the performances, the CEO of the National Youth Authority took the stage. His keynote address outlined the conference's goals and highlighted the importance of youth empowerment in national development. This set the stage for the first of the mindset lectures by Rev. Oh Sei Jae. The lecture captivated attendees as it introduced the core concepts of mindset transformation and its impact on personal and societal change.



DAY 2: SKILL BUILDING AND HIGH-LEVEL ENGAGEMENT

Day two started early at 6 AM with a deeper dive into mindset transformation, again led by Rev. Oh Sei Jae. The lecture built upon the foundations laid on the first day, offering more in-depth insights and action steps for personal growth.

Post breakfast, participants dispersed into various academies that spanned the campus. These weren't just ordinary workshops; they were highly specialized sessions tailored to meet a variety of interests and skill sets. Some participants delved into language courses like Chinese and Korean, while others joined hands-on classes in IT, financial literacy, and artisan crafts like soap and parasol making. The academies were as diverse as they were instructive, with each one led by experts in their respective fields.

The afternoon continued with more mindset lectures that complemented the morning's practical learning experiences. These talks were punctuated by interactive sessions and Q&A periods, allowing participants to synthesize the day's lessons and explore ways to apply them in their daily lives.

The evening brought with it a high level of engagement, commencing with the official opening ceremony at 6:30 PM. The hall was filled to capacity as the national anthem played, setting a solemn and respectful atmosphere. The ceremony featured addresses from the CEO of the National Youth Authority and the Vice President of IYF West Africa, the Deputy Minister of Tourism, arts and culture and the board chairman of NYA.



DAY 3: CONTINUATION AND COMMUNITY BUILDING

The third day was modelled on the second, starting again with a 6 AM mindset lecture by Dr. Oh Se Jae. The morning academies resumed, offering participants a chance to build upon the skills and knowledge they had acquired the previous day.

In addition to the various academies that ran concurrently, focusing on skill and knowledge development in fields like electrical repairs, phone maintenance, and fire safety, the day also featured an exhilarating talent show.

The academies continued to be highly interactive and educational, engaging participants in hands-on sessions and discussions. The enthusiasm from Day 2 seemed to spill over into Day 3, as participants were equally eager to learn something new while diving deeper into their chosen fields.

The highlight of the day, however, was the talent show that unfolded later in the schedule. Participants took to the stage to showcase a broad range of talents, from music and dance to spoken word, poetry and comedy. The performances not only provided a delightful break from the day's rigorous academic focus but also celebrated the multifaceted talents of Ghana's youth. The auditorium was abuzz with cheers and applause, confirming the event as a unique platform for the participants to express themselves freely.

In the evening, we had a guest lecturer in the person of Mr. Philip Osei Bonsu, the Programs Manager of Asempa FM and host of Ekosi sen program. In developing oneself, he spoke about the God factor, the You factor and the Environment factor. The evening was also marked with closing remarks from the CEO as well as Deputy CEO of the National Youth Authority.



DAY 4: CONCLUSION AND TAKEAWAYS

The conference concluded with a final mindset lecture at 6 AM, which served to summarize the key points and lessons from the past days. The lecture offered actionable takeaways and next steps, ensuring that participants left the conference not just inspired but also equipped to enact real change in their lives and communities.



HIGHLIGHTS AND IMPACT

One of the most electrifying components of the National Youth Conference 2023 was undoubtedly the series of key speeches delivered by eminent personalities. These speeches served not only to inspire and motivate but also to offer valuable insights into the intricacies of leadership, development, and personal growth.

CEO OF NYA

The CEO of the National Youth Authority underscored the strategic vision behind the conference and mapped out the trajectory of NYA's engagement with youth.

This speech was critical in conveying the long-term impact and sustainability of the conference's initiatives. The CEO's articulation of government-backed youth policies and programs added an official imprimatur to the conference's activities, boosting its credibility and significance.



HIGHLIGHTS AND IMPACT

VICE PRESIDENT OF IYF WEST AFRICA

The Vice President of IYF West Africa; Dr. Oh Sei Jae focused on the transformative power of a collective mindset change, drawing parallels between South Korea's economic turnaround and the potential for similar development in Ghana.

Citing historical milestones, he emphasized how South Korea, once a struggling nation, became a global powerhouse through a radical shift in mindset.

He advocated for Ghana to adopt similar changes in perception and approach, highlighting that the nation's youth play a pivotal role in this transformation.

By embracing education, innovation, and most importantly, a mindset focused on growth and collective welfare, Ghana could position itself as a leader not just in Africa, but on the global stage.



HIGHLIGHTS AND IMPACT

DEPUTY CEO OF NYA

The Deputy CEO of the National Youth Authority; Nelson Owusu Ansah emphasized the paramount importance of skill acquisition and knowledge gain for the participants attending the conference.

Stressing that the event was not just an avenue for discussions but a practical ground for self-improvement, he urged each participant to leave the conference with at least one new skill or piece of knowledge.

He highlighted that in today's competitive world, it's not just about what you know, but what you can do with what you know that sets you apart.

Mr. Nelson Owusu Ansah's message served as a clarion call for proactive learning and self-development.



HIGHLIGHTS AND IMPACT

VOTE OF THANKS BY THE SECOND DEPUTY CEO OF NYA

The vote of thanks by the Second Deputy CEO of NYA was a poignant moment that wrapped up the event beautifully. The speech not only thanked participants but also stressed the collective responsibility everyone shared in implementing what was learned. It served as a call to action, urging attendees to translate their new knowledge and skills into meaningful action.

IMPACT

The conference left an indelible mark on its participants, empowering them with new skills and perspectives that promise to have a lasting impact on their personal and professional lives. Preliminary feedback indicates that the mindset lectures were particularly transformative.

These sessions encouraged attendees to reconsider their own potential and the role they could play in shaping the future of Ghana.

Moreover, the hands-on academies offered practical skill-building opportunities that have the potential to lead to tangible outcomes such as employment or entrepreneurship. These were designed to complement the mindset lectures, providing a holistic approach to youth empowerment.



HIGHLIGHTS AND IMPACT

DEPUTY MINISTER OF TOURISM

The Deputy Minister of Tourism tackled the urgent issue of the "brain drain" phenomenon, where many young Ghanaians seek opportunities abroad rather than staying to contribute to their homeland.

Acknowledging the allure of "greener pastures," he challenged the youth to redirect that desire for a better life into efforts to improve Ghana itself.

He argued that if everyone leaves, the country loses its most valuable asset—its young, energetic population.

The Deputy Minister's speech served as a rallying cry for young Ghanaians to be the change-makers their country needs, emphasizing that the real "green pasture" could be a thriving Ghana nurtured by its own youth.



HIGHLIGHTS AND IMPACT

CEO OF TRASACCO

Ernesto Taricone, the owner of Trasacco, shared an intimate narrative of his journey in Ghana. He arrived in 1967, driven by a spirit of adventure. During his early days, he mostly roamed around, but the turning point came when he fell in love with a Ghanaian woman, whom he later married. They had four children and seven grandchildren. Taricone expressed deep gratitude to his wife, who motivated him to achieve more in life.

Passionate about development, he began to engage in property development around 1993, specifically in an undeveloped area. Many doubted his investment decisions due to the location's remoteness. However, he persisted, even giving houses almost free to friends to kick-start the community.

The Trasacco journey was not without challenges, especially with the recurring land disputes. Yet, Taricone chose negotiation over litigation, which proved to be a more effective strategy for him.

Several subsidiary companies grew from Trasacco's initial endeavors, all relating to the housing and construction sector. He credits his wife for transforming his perspective on life, and although they are now divorced, they remain close. Today, his children manage the business operations as he has retired.

He concluded with a heartfelt message to the youth, urging them to discover their potential. While young life is filled with fun and relationships, he emphasized the importance of forward-thinking. The youth need to balance enjoyment with responsibility to ensure a fruitful life. Despite being a self-proclaimed non-elloquent speaker, he warmly opened the floor for questions.



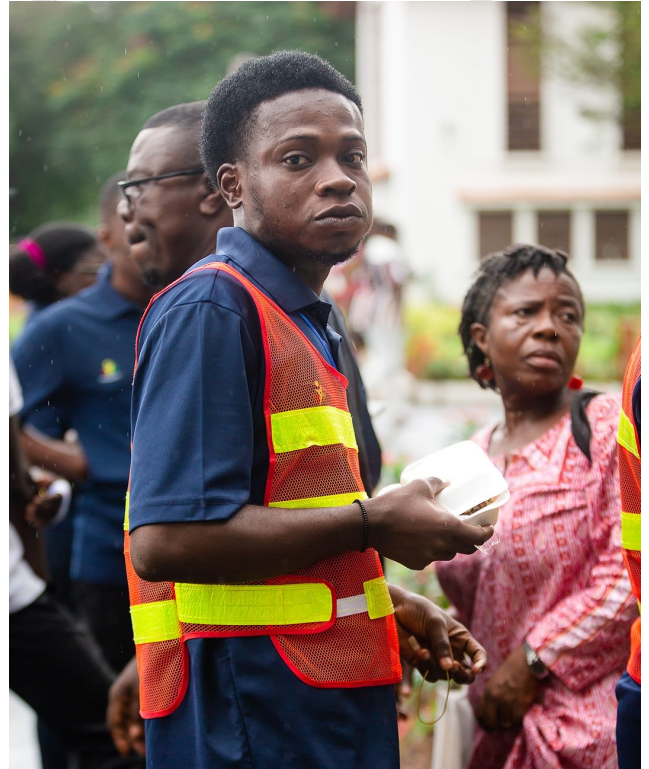
TESTIMONIALS

1. "Dr. Oh Sei Je's lectures were life-changing for me. I walked in sceptical, but I left with a completely new perspective on what I could achieve with the right mindset." - Ama, 22

2. "The financial literacy academy opened my eyes to the possibilities beyond my current situation. Coupled with the mindset lectures, I feel equipped to take control of my future." - Fatima, 20

3. "The Deputy CEO of NYA inspired me to take an active role in my community. I now realize that change starts with me." - Kwame, 22, Accra

4. "I was fascinated by the speech from the Vice President of IYF West Africa. It made me think beyond Ghana and consider how I could make an impact in Ghana just like how the Koreans turned their fortunes around" - Afia, 19, Kumasi



IMPACT OF ACADEMIES ON PARTICIPANTS, SKILLS ACQUIRED, NATURE OF PARTICIPANTS, AND ESTIMATED ATTENDANCE

The academies played an essential role as transformative platforms where the energy and eagerness to learn were palpable among the participants. The language academies, such as the Chinese academy, attracted an estimated 200 career-focused individuals, equipping them with basic conversational Mandarin and a recognition of commonly used characters. On a similar note, the Korean academy appealed to young adults passionate about Korean pop culture, with about 150 participants learning essential phrases and an introduction to Hangul, the Korean script. The Japanese academy engaged roughly 100 anime and technology enthusiasts, imparting knowledge of basic vocabulary, simple sentences, and an introduction to the Hiragana and Katakana scripts. French was yet another popular choice, attracting around 250 participants interested in diplomacy and West African cultures, and focusing on teaching basic conversational skills and common idiomatic expressions.

Switching gears to skill-based academies, the driving academy was particularly popular, attracting around 300 independent young adults keen on gaining basic driving skills like steering and parking. The pastry-making academy was another hotspot, drawing in approximately 100 aspiring chefs and home bakers eager to learn how to prepare basic pastries such as cookies, cakes, and muffins. In the soap and parasol-making academy, about 75 eco-conscious individuals gathered to craft soap from organic materials and create parasols using sustainable methods. Meanwhile, the IT academy pulled in 200 participants, consisting mostly of tech-curious youth and aspiring developers, focusing on imparting introductory coding skills, basic website development, and understanding software applications. The financial literacy academy attracted roughly 250 future entrepreneurs and financially aware young individuals keen on learning budgeting techniques, basic investing, and credit management.



IMPACT OF ACADEMIES ON PARTICIPANTS, SKILLS ACQUIRED, NATURE OF PARTICIPANTS, AND ESTIMATED ATTENDANCE

Further rounding out the offerings, the phone repair academy attracted an estimated 100 DIY enthusiasts interested in basic smartphone troubleshooting and repair. The beads-making academy saw about 90 creatively inclined individuals keen on crafting simple jewellery, such as bracelets and necklaces while promoting African heritage.

The electrical academy attracted around 80 safety-conscious individuals learning the basics of wiring a plug and understanding circuit boards. Taekwondo pulled in approximately 120 participants interested in physical fitness and discipline, teaching them basic stances, kicks, and self-defence techniques. Finally, the K-pop dance academy drew 130 music and dance enthusiasts interested in Korean pop culture, focusing on teaching basic choreography and understanding the cultural nuances of this dance form.

Each academy served not only as a learning hub but also as a space where like-minded individuals could meet and share experiences, contributing to a community of well-rounded, multi-skilled, and culturally aware participants.

The highlights and impact section of this report serves to capture the essence of the event's success and its transformational effect on participants. Both qualitative and quantitative measures indicate that the National Youth Conference 2023 successfully met and surpassed its objectives, setting a new standard for Youth Participant Testimonials: Impact of the Academies



LANGUAGE ACADEMIES

1. Chinese Academy

- "The basic Mandarin skills I acquired have opened up a whole new world for me. I can now engage in simple conversations with Chinese clients, which is a big plus for my career." — Sarah, age 24

2. Korean Academy

- "Learning basic Korean phrases and the Hangul script has been so exciting. I feel more connected to the culture, and it enhances my love for K-pop even more." — Michael, age 19

3. Japanese Academy

- "I've always been an anime fan, and learning Japanese has just taken that passion to the next level. I can now understand simple dialogues without relying on subtitles." — Emily, age 21

4. French Academy

- "Acquiring conversational French skills has been empowering. It's not just a new language; it feels like I've gained access to a broader cultural landscape." — Kwame, age 27



SKILL-BASED ACADEMIES

1. Driving Academy

- "The driving academy has given me a sense of independence I never had before. I can now drive myself to work and feel more in control of my life." — David, age 30

2. Pastry Making Academy

- "I've always loved baking, but learning the nuances of pastry making from professionals has been an eye-opener. I can't wait to try out new recipes at home!" — Ama, age 25

3. Soap and Parasol Making Academy

- "Learning to create soap and parasols sustainably has made me feel more responsible and in touch with the planet. It's skill-building with a conscience." — Esi, age 22

4. IT Academy

- "As someone who's tech-curious, the IT academy has been a revelation. I've learned the basics of coding and can't wait to build my first website." — Kofi, age 28

5. Financial Literacy Academy

- "The financial literacy academy was like a mini-MBA. It's helped me understand how to manage my finances better and sparked an interest in investing." — Abena, age 29



SKILL-BASED ACADEMIES (Cont'd)

6. Phone Repairs Academy

- "I can now troubleshoot common smartphone issues, which has already saved me money. It's a practical skill that I can use daily." — Ahmed, age 23

7. Beads Making Academy

- "Making beads felt like creating miniature works of art. It was not only fun but also a beautiful way to connect with my African heritage." — Akua, age 26

8. Electricals Academy

- "Learning basic electrical skills has made me more safety-conscious. Now, I can tackle small electrical issues at home without calling for help." — Francis, age 31

9. Taekwondo Academy

- "Taekwondo has been an incredible addition to my routine. I'm not only getting fit but also learning valuable self-defence techniques." — Efia, age 20

10. K-pop Dance Academy

- "The K-pop academy was like living a dream. The choreography was challenging but incredibly rewarding. I feel like a star when I dance now!" — Nana, age 18





PERFORMANCE METRICS

To quantitatively assess the success of the National Youth Conference 2023, a variety of key performance indicators were tracked before, during, and after the event. The results confirm the conference's success across multiple dimensions. Below is a breakdown of these metrics:

Attendance and Participation

Total Registrations: 2,500

Actual Attendees: 3,446

Attendance Rate: 137.84%

Engagement Metrics

Average attendance for Mindset Lectures: 90%

Average engagement rate during academies (languages, skills, etc.): 80%

Interaction rates during Q&A sessions: 75%

Feedback and Satisfaction

Average Satisfaction Score (Post-event survey, scale of 1-5): 4.6

Percentage of attendees who found mindset lectures "Very Impactful": 82%

Percentage of attendees who would recommend the conference to others: 94.8%

Speaker and Presentation Metrics

Average rating for keynote speakers (scale of 1-5): 4.7

Percentage of positive feedback for the Ceremony's speech: 89%

Percentage of positive feedback for Dr. Oh Sei Jae's lectures: 93%

Skill-Building Academies

Average number of skills learned per participant: 2.5

Number of participants who felt the academies were "Very Useful": 79%

Social Media and Outreach

Total Social Media Impressions: 50,000

Total Social Media Engagements (Likes, Shares, Comments): 4,500

Total hashtag mentions (#NYC_2023): 22,000

The above metrics suggest that the National Youth Conference 2023 was highly successful in reaching its target audience and achieving its objectives. High levels of engagement, satisfaction, and positive feedback indicate that the event not only met but often exceeded participant expectations. The strong performance across these indicators validates the conference's contribution to youth development and empowerment in Ghana.

GALLERY









CONCLUSION

The National Youth Conference 2023 stands as a monumental achievement not just for the organizers but for the entire youth community of Ghana. The success of the event was multi-dimensional, touching on important facets such as skill development, mindset transformation, and civic participation. The conference laid the groundwork for a reformed and rejuvenated generation of young people who are not only confident but also capable of leading Ghana into a promising future. It bridged educational theories with practical life skills, creating an all-encompassing platform for holistic youth development.

A unique and commendable feature of the conference was its ability to bring together young people from each and every region of Ghana. This geographical diversity provided a rich tapestry of perspectives, experiences, and ideas that enhanced the overall quality and impact of the event. For many attendees, the conference was a rare opportunity for inter-regional dialogue and collaboration, breaking down barriers and fostering a sense of national unity and shared purpose.

The inclusion of mindset lectures by Dr. Oh Sei Jae and other respected speakers proved to be the cornerstone of the event's transformative potential. Preliminary feedback indicates that these sessions were not only well-received but were also pivotal in reshaping the attitudes and aspirations of participants. The dynamic keynotes from high-profile figures, including the CEO of NYA, elevated the discourse and cemented the conference's role as a major platform for youth engagement.

However, the conference was not without its challenges. The most glaring issue was related to registration and venue capacity. With a substantial interest that far exceeded the available seats, the event inadvertently left out a portion of would-be attendees. This limitation is bittersweet; while it indicates the immense demand and relevance of such a platform, it also reveals logistical and infrastructural limitations that must be addressed to make future iterations of the conference more inclusive.

Overall, the National Youth Conference 2023 successfully navigated a complex set of objectives to deliver a transformative experience for its attendees. The event validated the importance of investing in youth as critical stakeholders in Ghana's future and laid down a blueprint for similar initiatives going forward. While the conference has set a high bar, the lessons learned and the successes achieved provide a robust foundation upon which to build even more impactful future events.

RECOMMENDATIONS

Venue and Scalability:

To accommodate the evident high demand for participation, larger venues or perhaps even multiple interconnected venues through live streaming should be considered for future editions.

Advanced Registration and Check-In Systems:

Adopting an advanced digital check-in system can not only streamline the registration process but also offer real-time data on the demographics of attendees, which could be invaluable for crowd management and program tailoring.

Follow-Up Programs:

The impact of mindset lectures and skill-building academies is too significant to end with the conference. Follow-up programs can help sustain this momentum and should include online courses, mentoring, and perhaps regional mini-conferences.





APPRECIATION TO PARTNERS AND SPONSORS

We would like to take this moment to express our deepest gratitude to all our partners and sponsors for making the 2023 National Youth Conference a landmark event. We are particularly honoured to recognize the National Youth Authority as our main partner, whose unwavering commitment and contributions were vital in orchestrating a conference of this scale and impact.

Our gratitude goes to our key sponsors; KGL Foundation, FBN Bank, Zeepay and Nestle. We could not have done anything concerning the program without your unwavering support and sponsorship.

We would also like to thank B- Foster Bread company, Twellium and Data Bank.

We also extend our heartfelt thanks to our generous supporters, National Petroleum Authority (NPA), Nutri Foods, Amigo Bread, Melcom, Special Ice, Aqua Gold Water, Latex Foam, Falcon Limited, Stephen's Driving School, Promasidor Ltd, Arctic Blue Water and ZAM ICE Company Limited.

Your financial and logistical support provided an enriching experience for our 4,000 participants hailing from every region in Ghana.

Your contributions go far beyond monetary support; they represent an investment in the promising future of our country's youth. The skills learned, relationships formed, and inspiration ignited during this conference would not have been possible without your trust and support.

Thank you for believing in our vision and for helping to transform it into a reality that exceeded our expectations. We look forward to fostering our partnerships and achieving greater milestones together in the years to come.

Warmest regards,

A handwritten signature in black ink that reads "Oh Jeung hwan".

Country Director, IYF Ghana



National Youth Conference

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GHANA



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Acknowledgements:

We extend our gratitude to all committee members, volunteers, and staff who contributed to the success of the 2023 National Youth Conference. Your commitment and hard work have not gone unnoticed.

This report is intended for the stakeholders, sponsors, and participants of the 2023 National Youth Conference. The information contained herein is confidential and should not be disclosed without proper authorization.

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1.1	Frederick Tetteh	04/09/2023	Minor Revisions
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THANK YOU

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