

**MEDIA RELEASE**  
**NBIC hosts RLabs Social Networking and Web 2.0 Programme for Youth**

**Windhoek 31 January, 2012** –Promoting innovation and implementing new technologies is part of the Namibia Business Innovation Centre’s mission. To develop innovation and entrepreneurship, NBIC is hosting a workshop with three full time sessions over several months to train young people in social media and its applications. The workshop is presented in partnership with RLabs by Rene Peterson-Parker, Director of RLabs and Brent Williams, Operations Director of RLabs.

The session will take place on the 13-24 February, 26 March - 5 April, and 7-18 May, 2012 at the NBIC Innovation Village.

The Social Networking workshops developed by RLabs as “RLabs Academy” have successfully trained hundreds of participants over the past years. Many of these graduates have gone to become trainers or consultants for businesses, creating about 400 jobs. The mission of the RLabs Academy is to teach young people to use different social networks (Facebook, Twitter, Blogging, etc) and learn IT skills. These skills allow them to become trainers, consultants or software developers for organisations that want to create, enhance and develop their networking activities.

Mrs Parker and Mr. Williams are responsible for the RLabs Academy and its training programmes focusing on Social and New media. The passion for social media has led Mrs Parker to be the co-founder of a South African award winning Science and Technology blog “She’s The Geek” that provides training and consulting on technology related subjects.

“We empower young minds by giving them training and imparting knowledge, this workshop will help young people to be active in social media and be able to communicate effectively on social networks”, said Rene Peterson-Parker. NBIC offers opportunities to the best participants to become facilitators, consultants or project staff on a volunteer basis upon successful completion of the training programme.

The workshop is free of charge and we urge anyone with a secondary or tertiary degree to come and enter the digital industry. Registering could not be easier, simply go to [www.nbic.org.na](http://www.nbic.org.na) or email to [Limene@polytechnic.edu.na](mailto:Limene@polytechnic.edu.na). Participants will have to submit their completed applications by Friday, 6 February 2012.

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The NBIC is the result of an initiative by the Polytechnic of Namibia. NBIC’s vision is to create an independent catalyst for innovation and entrepreneurial development in Namibia. For more information, please consult our website or liaise with us directly using the below details.

For more information or if you wish to participate, please go to our website at [www.nbic.org.na](http://www.nbic.org.na) or contact:

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