

# AFRICAN YOUTH LEADERSHIP SUMMIT

MARRAKESH – MOROCCO

SEPTEMBER 21 – 25

## INFOPACK





Dear Delegate,

The AYLS Team would like to welcome you to AYLS2017 first edition in Marrakech - Morocco. Our theme “SUSTAINABLE DEVELOPMENT GOALS WILL ONLY SUCCEED, IF THEY CAN SUCCEED IN AFRICA” could not have a more suitable backdrop for our time together. We are looking forward to forge new relationships, strengthen existing ties and robust learning, and recognize individuals who have contributed to our success.

We count on AYLS to be the largest Youth Summit not only in Morocco but also in the entire African continent. Our objective is to cultivate passion as well as engagement Leadership and Entrepreneurship by providing young people with the opportunity to develop solutions for issues affecting our world today, interact with like-minded delegates, and network with established speakers and experts. We also aim at creating a fair and flexible platform of cooperation with our partners, which will not only promote the cause advocated by the AYLS but also bring numerous benefits to the partners.

While Participating in AYLS you will have the ability to network with over 500 delegates from all over the African continent, and the entire globe throughout the three days of conference and the 6 months leading up to it.

We are excited to host the AYLS2017 Summit and prepared to make this a rewarding and memorable experience for each of you. In these three days, there will be rich programming, targeted matchmaking and an abundance of networking opportunities. The numerous workshops sessions will encompass topics that focus on LEADERSHIP, ENTREPRENEURSHIP and GLOBAL CITIZENSHIP.

In this document, we have provided you with all the necessary details regarding AYLS;

We are looking for your participation in this year's first summit and. We are sure you will enjoy our program, because we are creating a dynamic space where you will establish new contacts and continue to expand your network of trust. Believe that there is no better outlet in which to invest tomorrow other than joining us in Marrakech from 21st-25th of September to create a memorable adventure.

We look forward to welcoming you at AYLS 2017.

Sincerely,  
AYLS Team.

## About the African Youth Leadership Summit 2017

**Date:** September 21<sup>th</sup> to 25<sup>th</sup> 2017 / **Location:** Marrakech- Morocco

**Website:** [www.mpmaroc.ma/ayls](http://www.mpmaroc.ma/ayls)

### Main Objectives:

The Three-day African Youth Leadership Summit focuses on the core challenges encountered by young leaders. Through a competitive screening process, AYLS brings a diverse group of young delegates from the whole continent together with distinguished experts and leaders from around the world, private, and non-profit sectors for a journey of collective exploration, reflection, and networking. AYLS aims to create a common space for inter-generational dialogue and knowledge sharing by exposing local, national, and global challenges through effective leadership training, which enable our participants to make wise and well-thought decisions about their career, and foster connections among courageous and passionate young change makers and competent leaders. ALYS is a principal component of building knowledge and helping in the creation of determined leaders.

### Main Activities:

- The summit provides participants with the valuable opportunity to interact with inspiring and distinguished experts and leaders from the private, public, and non-profit sectors.
- Leadership, Social entrepreneurship and Citizenship Training:
  - Participants will learn the strategies that will enable them to exercise leadership and address pressing local, national, and global challenges effectively through reflective and experiential sessions, game-based activities, and small group discussions.
  - Participants will explore different theories of leadership, deploy various diagnostic tools to analyze the dynamics of change, and learn how to mobilize others for action.
- Exposure Visits and networking sessions:
  - Participants are provided with an opportunity to connect and network with leading public, private, and non-profit organizations, as well as communicating with highly motivated peers and professionals from diverse fields. Consequently, they will achieve valuable practical insights about, economy, civil society, and diverse work environments.

## AYLS Detailed Program:

ALL PARTICIPANTS
PUBLIC
PREMIUM
INTERNATIONAL
PREMIUM/INTERNATIONAL

1 <sup>st</sup> Day: Thursday 21 <sup>st</sup> September 2017			
10.00-18.30	Arrival of international delegates and registration		
18.30-19.30	Opening Ceremony Social networking and cocktail party		
2 <sup>nd</sup> Day: Friday 22 <sup>nd</sup> September 2017			
08.30-09.00	Check –in		
09.00-10.00	<b>Welcome Plenary Session:</b> - The summit manager’s opening speech - Partners intervention - Introducing the summit’s program ( Goals and Expectations)		
10.00-10.30	Coffee Break		
10.30-11.30	<b>Panel: Does the public policies support African leaders to take the lead?</b> The first panel in this program is going to start with how far is the young population of Africa involved or aware of the public policies in their countries, as well as highlighting the main public policies that can become a barrier for young aspiring African leaders and entrepreneurs, and their effect on sustainable development in. The speakers will also be discussing probable solutions and alternatives to encourage youth’s efforts instead of preventing them.		
11.30-13.00	<b>Panel: Peace and Security in Africa</b> This session is expected to bring attention to the history of political conflicts in Africa: from the colonial era to today’s world (causes and outcomes), all the way to the role of African unity and cooperation in building peace and security. It will also be about the importance of peace and security in achieving sustainable development, and the challenges imposed by the current conflicts in Africa on the success of the SDGs.		
13.00-14.30	Lunch		
14.30-15.00	Check in for the afternoon sessions		
15.00-17.00	<b>Workshop: Inclusive Leadership and Proactivity</b> The activities in this workshop aim to introduce leadership and help the participants exercise a set of leadership skills, and demonstrate how leadership can be not only a soft skill but a lifestyle, as well as encouraging innovative thinking and creativity.	<b>Workshop: Ensuring Equity in Education</b> This workshop is targeting the problems concerning access to free education and the quality of information provided in African educational systems, whether it’s effected by race, gender, social status ... etc. The participants are expected to gain awareness about Quality Education as an SDG and discover the current state of education in African countries and how they can -as leaders- improve the quality of education in their communities.	<b>Workshop: Young African Leaders, Accompaniments and the Future</b> This activity is a call to raise awareness about the role of education and governmental institutions in inserting leadership, entrepreneurship, and citizenship values and in young Africans. It Also aims to give an idea about the importance of constant search for innovative development projects and the required skills to leave a positive mark on society.
17.00-17.15	Coffee break		
17.15-18.30	<b>Workshop: What is the best business model for your enterprise?</b> In this workshop, the speaker/trainer will be demonstrating different business	<b>Workshop: Global Citizenship Showcase:</b> The goal from this workshop is discussing the attributes and qualities that make a responsible global citizen, and How to implement this sense of	<b>Workshop: Entrepreneurial Skills: Managing Work Environment.</b> This workshop is designed to provide the necessary tools for aspiring entrepreneurs to

	plans along with advising participants on how to choose a fitting business model depending on the requirements of their project. The speaker is also expected to establish an interactive activity with participants and guide them towards a better understanding of entrepreneurship skills and requirement.	responsibility in the young Africans of the community. The workshop will also focus on how global citizenship can strengthen the ties between African countries, and facilitate the way towards a sustainable continent. The activity aims towards creating a greater sense of belonging and cooperation between participants from different countries.	manage professional environments properly. The activity is about tackling some of the common entrepreneurial situations and topics such as managing conflict between employees and partners, also how to conduct oneself as a leader in a work environment, and create a space for creativity and growth.
<b>3<sup>rd</sup> Day: Saturday 23<sup>rd</sup> September 2017</b>			
08.30-09.00	<b>Check-in: Venue Location</b>		
09.00-11.00	<p><b>Workshop: Making African Youth Leader’s more Effective.</b></p> <p>The objectives of this session are: understanding the full potentials of young African leaders, as well as knowing the challenges standing between them and reaching their goals, as well as finding sustainable solutions to the main issues that affect their efficiency in the community. The training offered in this session aims towards reinforcing the activity and presence of African leaders in their communities socially and economically, and politically by discussing the various ways on how they can contribute to their community.</p>	<p><b>Panel: How social media can boost leadership and connect African leaders?</b></p> <p>In this panel, we will get to know social media as the most influential and helpful type of media for young leaders to share their experiences and connect to a large audience. This will bring up two main questions: How can leaders exploit social media to the benefit of their communities and their own? And what is the importance of creating a virtual community in to reinforce their leadership, especially as active members of the civil society? The main objective is to underline the pros and cons of social media as a platform for millennial leaders to get their ideas heard and seen.</p>	
11.00-11.30	<b>Coffee Break</b>		
11.30-13.00	<p><b>Panel: Africa 2030 and the Role of Young Entrepreneurs.</b></p> <p>In this panel we will be discussing the importance of young entrepreneurs in bringing new light, innovation, and growth to African economy. We will also put in perspective the expectations for Africa in 2030 in consideration of the present challenges, and how supporting local new businesses can be of great benefit to the development process of Africa as a whole. This discussion will also bring up how can much experienced and accomplished entrepreneurs be involved in the situation. The desired outcome form this session is have better understanding of the key challenges that await Africa in the upcoming years, and knowing how encouraging entrepreneurship can be an efficient solution to the continent’s growth.</p>	<p><b>Panel: SDGs and Young Africans</b></p> <p>In this panel the goal is to provide the participants with an overview of what the SDG’s are about, and the idea behind them, then, starting a discussing on African approaches and strategies to achieve sustainable development by the year 2030 and how the younger demographic is involved in the process as benefactors. The panel will also bring up the question of how African Youth can be an effective factor in making Africa a sustainably developed continent through their involvement in civil society and having the values of a global citizen.</p>	<p><b>Panel: Gender Equality and Women’s Empowerment in Africa.</b></p> <p>This panel is a discussion on empowering women and reinforcing their presence in Africa. The panelists are expected to answer questions about the current situation of women in African countries in matters such as education, employment, and politics, as well as the progress made in the last few years, and the challenges that women still face in their societies with presenting approaches on how we can combat gender inequality for a better Africa.</p>
13.00-14.30	<b>Lunch</b>		
14.30-15.00	<b>Check-in: Venue Location</b>		
15.00-16.30	<p><b>Panel: Millennial Entrepreneurs and Success Stories</b></p> <p>In this panel, the goal is to present stories of</p>	<p><b>Panel: The contribution of Diverse Civil-society-led Coalition to the Development of Education for Global Citizenship.</b></p>	



	successful entrepreneur who've managed to maintain their place in the market to provide aspiring entrepreneurs with inspiration and examples to lead by. The speakers are expected to share the difficulties and benefits of being an entrepreneur as well as how to maintain a successful business on the long term.	In this activity participants will explore the role of civil society and NGOs in creating awareness about the importance of global citizenship in education to form generations that stands for development and global solidarity. The discussion will tackle questions about the extent of civil society involvement and implementation in African educational systems, and how it can be improved.
16:30-18:00	<p><b>Pitching Club:</b> Presenting the final selected projects to the jury.</p>	
<b>4<sup>th</sup> Day: Saturday 24<sup>th</sup> September 2017</b>		
08.30-09.00	<b>Check-in: Venue Location</b>	
09.00-10.30	<p><b>Workshop: Cultural Awareness and Individual Differences</b> Through this workshop the participants are intended to gain awareness about how to conduct themselves in professional and personal environments and interact with their peers, co-workers, and clients in consideration of cultural and personal differences. The objective is to break the stereotypes and build and open cultural acceptance to avoid conflicts and negative behaviors.</p>	<p><b>Workshop: Solving the Challenges of High Impact on Entrepreneurship</b> The workshop is intended to inform the participants about the common challenges that young African entrepreneurs usually come across, and coming with solutions to combat these difficulties and avoid failures. The activity will also help the participants improve how they handle ambiguities and challenge them to be more creative.</p>
10.30-11.15	<p><b>Pitching Club:</b> The final deliberation announcement of the winning project.</p>	
11.15-11.30	<b>Coffee Break</b>	
11.30-13.00	<p><b>Panel: African International Unity and Multi-ethnicity:</b> In this panel, we will open a discussion on African unity, from a cultural perspective in focus on the ethnic diversity in Africa. In this session speakers will share their ideas on barriers created by cultural differences between African countries, and how it affects social and economic development in the region, as well as highlighting different aspects of international unity in the continent and how it can be improved.</p>	<p><b>Workshop: Media Tools and Business Collaboration</b> This activity will bring to the participant's attention how to use current communication and collaboration tools such as e-mails, websites, and social media to advance productivity and have a better reach to possible partners or clients. The discussion will also cover the common mistakes that as young entrepreneurs or professionals can fall into, and how to make most of advanced media tools as marketing platforms for their business and work.</p>
13.00-14.30	<b>Lunch</b>	
14.30-15.00	<b>Check in for the afternoon sessions</b>	
15.00-16.00	<b>Summit Closing Panel</b>	
	<ul style="list-style-type: none"> <li>- Summit review</li> <li>- Pitching Club Winner speech</li> <li>- Partners intervention</li> </ul>	
19.00-21.00	<p><b>Closing ceremony:</b> Cultural evening and Cocktail party.</p>	
<b>Last Day: 25<sup>th</sup> September 2017</b>		
09.00-13.00	<b>City Tour</b>	
13.00	<b>Delegates departure</b>	

## Pricing:

Designation	International Pass	Premium Pass	Public Pass
-Accommodation & lunch & dinner	√	-	-
-Coffee Breaks	√	√	√
-Conference hand-out	√	√	√
-Access To Summit Program	√	√	√
-Access to closed Sessions	√	√	-
-Access to Pitching Club	√	√	-
-Badge	√	√	√
-Delegate Certificate	√	√	√
-Intercultural evening pass	√	√	-
-City Tour	√	-	-
-Pickup and transfer	√	-	-
-Summit opening Ceremony	√	√	√
-Closing Ceremony	√	-	-

**Ps: Flight and visa expenses are not included**

Early Bird (deadline 01/05/2017)			Late Bird (starting: 02/05/2017)		
International	Premium	Public	International	Premium	Public
140Euro	60Euro	40Euro	170Euro	80Euro	65Euro

## How to Apply:

### 1. Delegate Application

If you fit all the criteria and you want to take part in this life changing experience and meet young leaders from all over the continent, fill in the application on the AYLS Website:

[www.mpmaroc.ma/ayls](http://www.mpmaroc.ma/ayls).

### 2. Summit Partner:

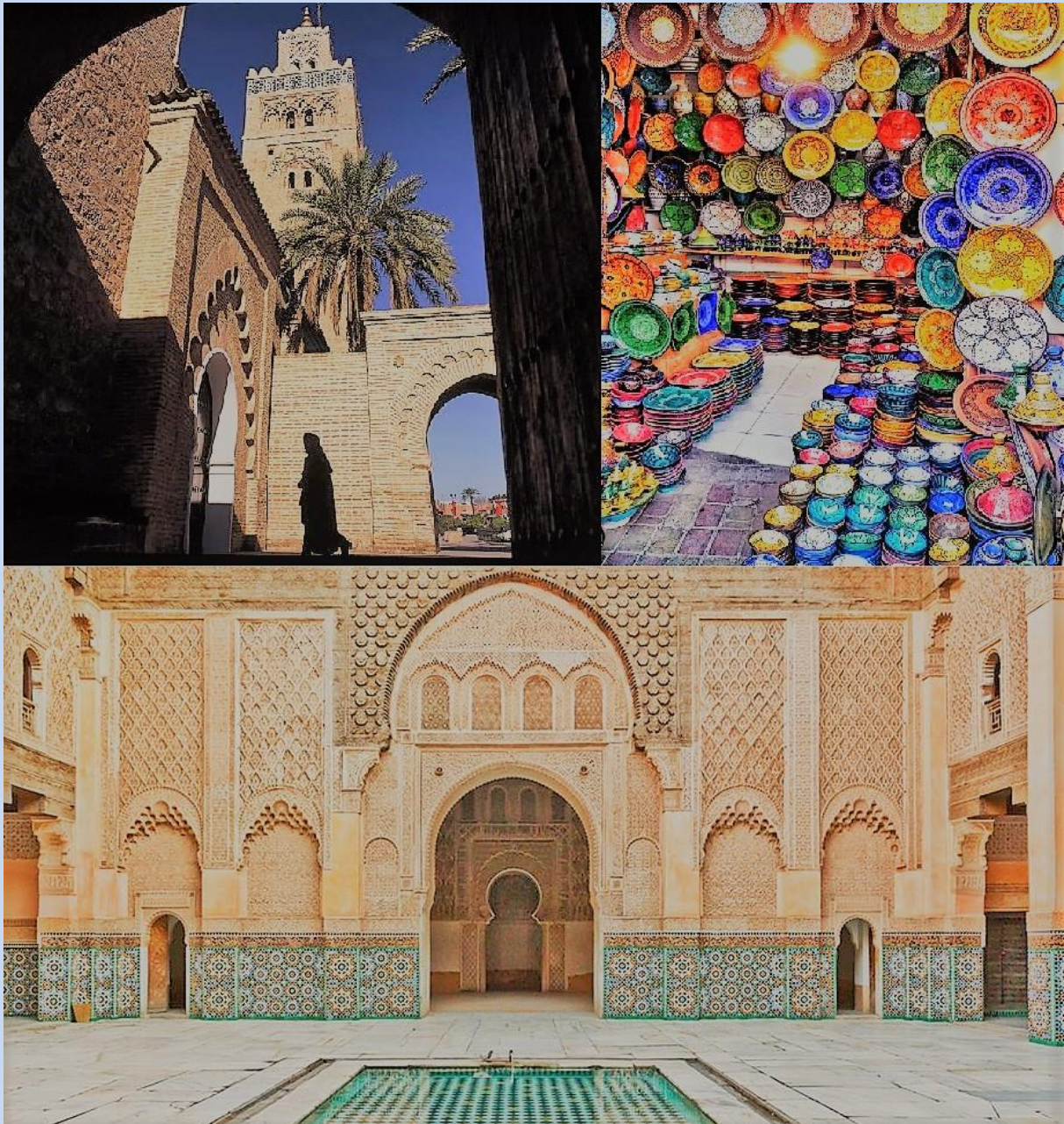
If you are an organization, media, company and you are willing to support young movement through the African Youth Leadership Summit 2017, contact us through [communication@mpmaroc.ma](mailto:communication@mpmaroc.ma).

### 3. Conditions to Apply:

- You need to be around 18 and 35 years old;
- Fluent in English;
- Have a vision for Africa;
- Available during the summit.

Once you send your application the selection team will go through your resume and information, and then reply to you. If selected, you will be sent a document containing the payment policies and a letter to help you apply for visa if needed.

## Marrakesh: Best Destination in the World 2015



### 8 Facts about Marrakech:

- Although the majority of residents are either Arabs or Amazigh, Marrakech is multi lingual: from business people to shopkeepers; most will be able to pin-point your nationality before you utter a single word.
- Djemma El Fna, is the ancient square that lies at the heart of Marrakech, and acts as a gathering point for locals, street performers such as dancers, musicians, and snake charmers, as well as street food vendors.
- Stroll around the streets of Marrakech and you will quickly discover that there are cats around every corner. Though the felines are rarely kept as pets, they are generally well fed. Some even take up residence in local shops.



- Marrakech is frequently referred to as the Red City, because of the shade of the walls surrounding its old town district.
- Marrakech was officially made a sister city of Scottsdale, Arizona, in January 2012. Their similarities?  
Both desert cities “share interests in climate, tourism, cultural heritage, and golf management.”
- In the middle of World War II, Winston Churchill begged Franklin D. Roosevelt to accompany him on a jaunt to Marrakech following the Casablanca Conference: “You cannot come all the way to North Africa without seeing Marrakech,” he said. “I must be with you when you see the sun set on the Atlas Mountains.” So the two set off on a 1943 journey, driving down from Casablanca. Churchill stayed a day longer, engaged in one of his favorite hobbies—painting. His canvas of the Atlas Mountains’ view ended up being the only artwork he painted during the war.
- If shopping is your game then the city’s souk district should be your aim. Explore the winding network of souk traders selling traditional pottery, metalwork, leather goods, textiles, spices and various other wares.
- Sweet mint tea is the national drink of Marrakech, while couscous, the traditional Berber dish of semolina (tiny granules of durum wheat) is the national dish—often served with fish, other meat, or veggies, in a broth-like sauce.

### Useful Links:

Municipality of Marrakech: <http://www.ville-marrakech.ma> Marrakech Airport: [marrakech.airport-authority.com/](http://marrakech.airport-authority.com/)

Ministry of foreign affairs and cooperation: <https://www.diplomatie.ma/> & <http://www.consulat.ma>

### Visit Morocco:

MasterPeace Morocco, will assist you till you get your visa, therefore we invite you to check this link and if your country is not among the countries who are exempted, MasterPeace Morocco will send you the invitation ,hotel reservation and coordinate with the Moroccan Embassy in your country;

PS: Please read the content very carefully

<https://www.diplomatie.ma/en/Conseilsauxvoyageurs/tabid/3175/language/en-US/Default.aspx>

**Thank you for trusting  
us**



**-AYLS TEAM-**