



Western Cape
Government
FOR YOU

DIGITAL SKILLS WEBINAR SERIES

Empowering Western Cape SMMEs
Through Practical Digital Tools



The Western Cape Government invites small, medium and micro enterprises (SMMEs) to participate in a free digital skills webinar series designed to help businesses improve productivity, reach more customers, and remain competitive.

These practical online sessions will introduce simple, low-cost digital tools and strategies that businesses can immediately apply to improve operations and marketing.

Webinar 1:

Productivity Supercharged: AI Tools for SMMEs

Date: 18 March 2026

Time: 09:00 – 10:00

Platform: Microsoft Teams



Keagan Stokoe

Co-founder & CEO at Verascient

Keagan Stokoe specialises in building AI tools that help organisations, deploy intelligent automation safely and efficiently. He was previously part of the founding team at fibertime™ and has worked with over 40 companies to implement practical AI solutions.

What you will learn

- Free and low-cost AI tools that save time
- How to automate everyday business tasks
- Practical AI use cases for small businesses
- Emerging AI trends relevant to SMMEs
- Responsible and safe use of AI

Webinar 2:

Social Media Power Moves: Essential Marketing Skills

Date: 24 March 2026

Time: 09:00 – 10:00

Platform: Microsoft Teams



Aslam Levy

e-Government Team Lead
– Western Cape Government

Aslam Levy is a digital communications specialist with over 20 years of experience across multimedia, web development, and social media strategy. His work includes launching Cape Town's official tourism website ahead of the 2010 FIFA World Cup and pioneering early digital marketing platforms for the city.

What you will learn

- How to reach customers effectively online
- Improving brand visibility on social media
- Practical tips to strengthen digital marketing
- Avoiding common online marketing pitfalls

RSVP TODAY

Attend one or both sessions

Please RSVP now by clicking here