TALK SESSION
#SMWPOSTCARDS

CLOSER
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#TRAVELAFRICADAY
#SMWLAGOS2018

LANDMARK CENTRE
VICTORIA ISLAND, LAGOS
THURSDAY 1ST MARCH, 2017
Postcrossing.com is a global network where participants are dedicated to sending and receiving postcards. This is coordinate by a website that organizes and enables this exchange between people who have never seen nor know themselves. The only thing that brings them together is their love for exchanging postcards. This is a great social media platform that redefines communication and encourages people to send handwritten messages in a digital era.

Postcrossing has helped people to learn about other people’s cultures through the eyes of locals without actually having to be there. It has brought people closer through appreciating and respecting other’s cultures.

“Men build too many walls and not enough bridges.” Joseph Fort Newton
OBJECTIVES

• IMPORTANCE OF POSTCARD EXCHANGE: The goal of Postcrossing is to connect the world via real mail, by allowing you to exchange postcards with other random Postcard members around the world.

• CONNECTION OF SOCIAL MEDIA & TRADITIONAL WRITING AS COMMUNICATION TOOLS: Educate the general public and travelers/tourists on the benefits of cultural exchange through the use of postcards and letter writing.

• POSTCARD COMMUNITY: Explain how individual passion for postcards has helped to create communities.
SCHEDULED PROGRAM

SOCIAL MEDIA WEEK PANEL - Time: 60mins

**TOPIC:** POSTCROSSING: CULTURAL EXCHANGE THROUGH POSTCARDS

**DISCUSSION**

We would be discussing the following:

1. Why postcards are important in our current era
2. How we can encourage people especially travelers/tourists to use postcards as a means of cultural exchange
3. How we as individuals can come together as a community to develop the postal service and encourage handwritten letters/postcards
4. How Postcrossing, a Social Media platform, is encouraging people around the world to communicate through the use of postcards
5. How people can join Postcrossing.com
HOW POSTCROSSING WORKS

SEND...

1. Write a postcard
2. Post it

Repeat!

Wait...

3. Hurray! You’ve got mail!
4. Register the postcard

...and RECEIVE!
POSTCROSSER NNENNA

Nnennaya is a member in Nigeria. She has been a member for over 3 years (1,193 days).

Distance sent: 252,187 km
Last seen: about 1 hour ago
Website: http://nene-nya.com.ng
Languages: English, Igbo, Little of French & Colloquial Sudanese Arabic
Birthday: 39th August 1985 (32 years old)
Interested in direct swaps: No

Nnennaya is a Postcrossing Supporter
1st on most postcards sent from Nigeria
1st on longest distance sent from Nigeria
We are an indigenous Tourism Brokerage Firm with the purpose of creating “Life Changing Travel Experiences” through promoting tourism events and packages in Nigeria, Africa and the world. “Nene-Uwa” is an Igbo word meaning “See the World”.

Goal: To encourage Sustainable Tourism in an attempt to maximize its impact on the environment and the local community.

WEBSITE: www.nene-uwa.com.ng
TALK SESSION SPEAKERS

Postcrossing.com

@TravelNextDoor
Nnennaya Fakoya-Smith also known as Ajala Nene of Nene-Uwa is a Tourism Enthusiast: Tourism Booster/Promoter, Tour Broker & Travel Blogger. She is also a Deltiologists (Postcard Lover), a Philatelist (Stamp Collector), a Numismatist (Coins and Banknote Collector) and an Afro-centric Enthusiast.

As a student of Sociology (Bachelor’s Degree) and Community Relations (Post Graduate Degree), combining her tourism passion with these two courses has helped set the path for Nene-Uwa Hub Ltd. Their goal is to impact the lives of people and communities of tourists destinations, no matter how small.

Her company, Nene-Uwa Hub Ltd which is a Tourism Brokerage Firm, aims at providing the following services:
1. Organizing tourism events such as volunteer activities, workshops, seminars, fairs, e.t.c;
2. Marketing both local and international tours that promote local-content and sustainability;
3. Collaborate and build partnerships with both public and private organizations, government agencies and individuals who have similar objectives in creating awareness into the possible and lasting benefits of the tourism industry.

Postcrossing.com
Pelu Awofeso is a winner of the CNN/Multichoice African Journalist Awards in the Tourism reporting category. He started out as a freelance columnist for the state-owned Standard newspaper in Jos (Plateau State), after which he moved to Africa Today as Arts & Travel Correspondent, Network Africa (as Editor) and National Daily (as Travel Editor). He has written for both local and international publications, some of which include: World Policy Journal (US), Travel Intelligence (UK), A24 Media (Kenya) and NEXT (Nigeria). His most recent freelance engagements have been for the cable.ng, Naij.com and WINGS (in-flight magazine for ARIK Air).

In 2009 he launched a solo travel project tagged “The Beautiful Underbelly Tour”, which saw him criss-crossing 18 states in all of Nigeria’s six geographical regions. His stories and photographs from that 10-month journey are collected in his third travel book Tour of Duty.

He is the Managing Editor at wakaabout online (wakaabout.com.ng), Founder/CEO at @TravelNextDoor (A broad-based leisure and activities company) and Co-founder of Beach Samaritans (an NGO set up to clean Nigerian beaches and create a cleaner more habitable environment).

And in a career spanning nearly 15 years, he has travelled widely around Nigeria—32 states at the last count—documenting several indigenous festivals and carnivals; his other travel interests include museums, monuments, nature, crafts and the daily pursuits of everyday Nigerians.

Postcrossing.com
Chuck and the Lagos LaidBac team have been able to build a business around creating societal value for the city of Lagos. In collaboration with his Partners, they have bridged an existing gap in the education of domestic tourists and business travellers as well as helped proliferation of our culture beyond our geographical domain.

Lagos LaidBac is known as the official Lagos merchandise and they have succeeded in rekindling a fire for men and women in diaspora who seek to find home via the cultural merchandise the Lagos LaidBac team have curated and manufactured.

Observing the decline in cultural appreciation across Africa has been the drive behind the CULTURE SHOCK AFRICA marquee which aspires to create culture inspired souvenirs, experiences and tourism based revenue for African Cities. In essence, the need for the value they are creating cannot be over emphasized as passing along our culture down from the older generation to the younger generation is on the decline.

Chuck is inspired by Value, Simplicity and Timeless Growth.
Dr. Raphael James is the Founder and Director General of CRIMMD - Center for Research, Information Management and Media Development. A historic and educative tourist, in Nigeria he has visited 23 states since March 2015. He is the founder of the largest Photo Museum of Nigeria History with over 30,000 photos. Publisher of African Dame and The National Biographer Magazines. Written 68 manuscripts and published only 23 books.

He donates books to promote reading habit, so far he has donated over 23,000 books to schools in Nigeria and Ghana since 2008. He also operates a free public library that have contributed to the upliftment of the educational standard in Nigeria in the last 14 years, the library started with less than 100 books and today they have about 47,000 books. He also donates to orphanages and gives free motivational speeches to students. He also runs a Free skill acquisition center where women are trained free in 6 different skills.

He has won a total of over 90 awards locally and internationally for his commendable works to humanity. Including, "SDLG Africa's Most Reliable Person Award" from China. He has sponsored dozens of book reading and essay events, he is the first Creative Patron of Association of Nigerian Authors (ANA) Lagos Branch, Director of 'Women Tower Radio Station' in Tel Aviv, Israel; Honorary member of the Board of Trustee for 'Life Experience Radio Talk Show'.

Postcrossing.com
'Funmi Oyatogun has embarked on hundreds of trips to almost 30 countries uncovering stories of people, places and how they interact with each other. She is a trained human geographer and environmental / conservation professional from University of Colorado (B.A) and the University of Edinburgh (MSc). Her leadership and environmental work earned her the prestigious Chevening Scholarship for her MSc in 2014.

She leads one of Nigeria's leading adventure design companies. She is also a prominent young person using tourism to develop conservation and conservation to develop tourism. She is a pacesetter in eco-tourism and conservation strategy in Nigeria.

Her excellent communication skills enable her articulate - in writing, video and photography - the under-reported stories of people in Africa and the environment around which they survive. Some of these stories have been featured in renowned publications such as Travel Africa Magazine, The Guardian Nigeria, The Nation Nigeria, Bella Naija, We are Africa Travel and lots more. She also shares stories on Medium.com.

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