


**Africa Task Force Regional Workshop**

**Building Resilience in The Profession:**

A Focus on Young People and Women

A TOOL For Uploading  
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African Task Force – Cape Town 2011 

## SMART COMPLIANCE OF UTH TUBE


- **S** – It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.
- **M** – It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation's marketing strategies.
- **A** – It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively
- **R** – It is relevant and engaging as it rides on contemporary medium of communication.
- **T** – It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.


- UTH TUBE IS SMART


## INTRODUCTION TO UTH TUBE

- Uth tube is a tool designed by Group 2 of the African Task Force, at the Cape Town 2011 meeting.
- It seeks to promote the Surveying professions to Women and young people using a social medium that is contemporary and cool – multimedia presentation that can be uploaded as a movie onto U tube platform
- It targets Pre – University, University and post graduation groups, in promoting the fun, seriousness, potentials and satisfaction of the Surveying professions
- It is capable of being converted to CD presentation as well as a pdf file for ease of transmission for the communities that may be IT deficient or with internet penetration.
- It contains a feedback form to monitor effectiveness of its campaign

# Uth Tube...telling the story of a Surveyor








Place  
YOUR member  
logo here

## join the survey cruise!

Physical and  
electronic  
addresses 

# KUUL WORK



*fun on the field*



# KUUL WORK



A space to rest... in the shade



# HI-TEK



...on the field



An office of your taste...

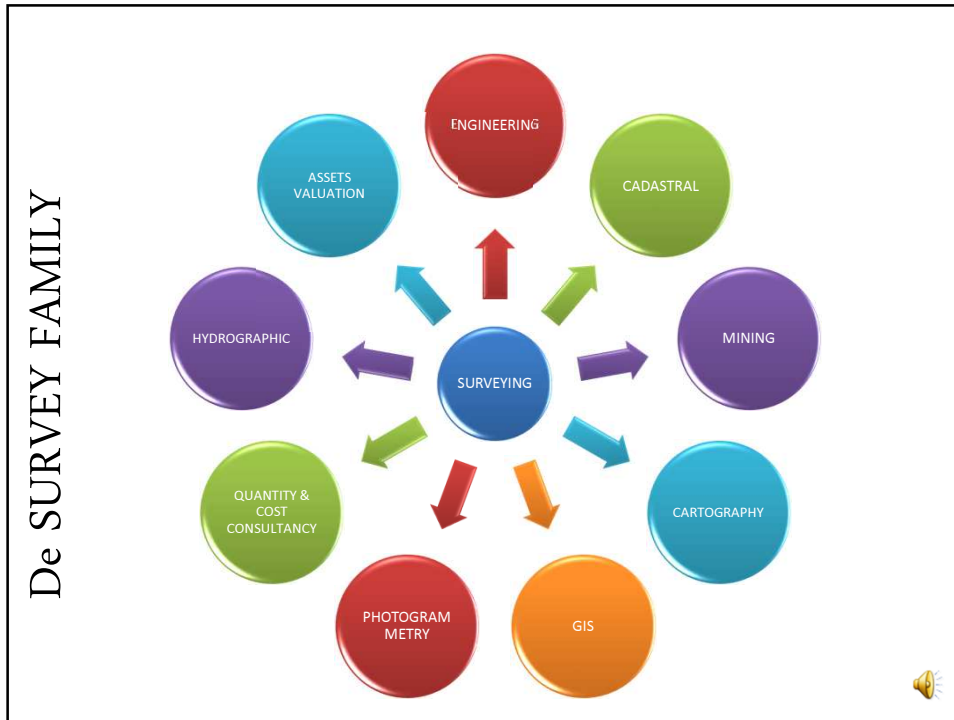
# HI-TEK



... on the move









**FULFILMENT**

- Job Satisfaction
- Rewarding profession

This block features a collage of images. The background is a dense pattern of 100-dollar bills. Overlaid on this background are three main images: a large central image showing the interior of a Bentley Continental GT with a woman in a blue dress in the passenger seat and a man at the wheel; a smaller image in the bottom-left corner showing the rear view of the car on a beach; and a small yellow flame icon in the bottom-right corner.

## WELCOME ABOARD!



WANNA JOIN THE  
PARTY?

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