



ENGAGEMENT CONNECTOR BOT

To win in today's world our students need all they help the can get.

That's why Mobile telecoms company MTN decided to connect design students from the Tshwane University Of Technology to most inspiring design conference in the world, Design Indaba.

From chefs to architects, every year Design Indaba gathers the world's best minds to speak on how design can solve all social and environmental issues to help change the world for good. And who better to drive the change than those who it affects the most, the youth of South Africa.

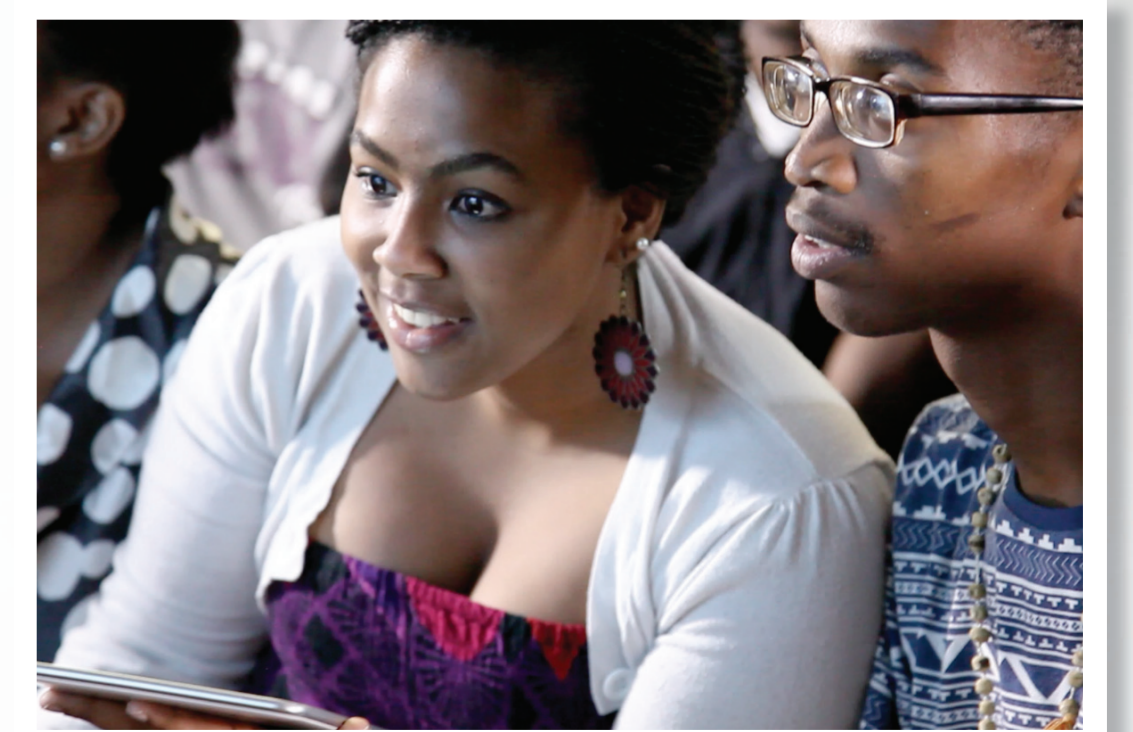
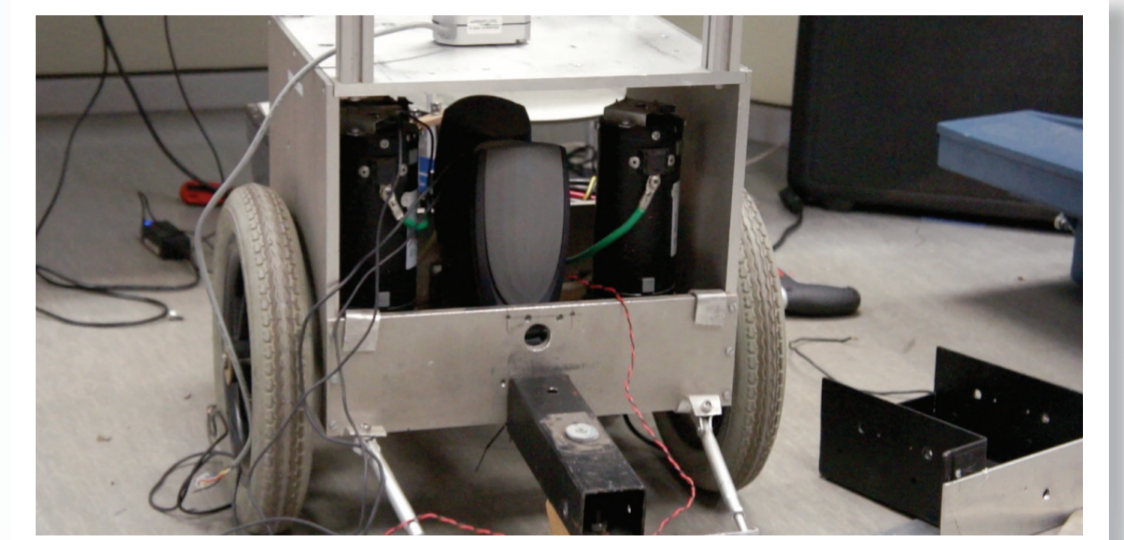
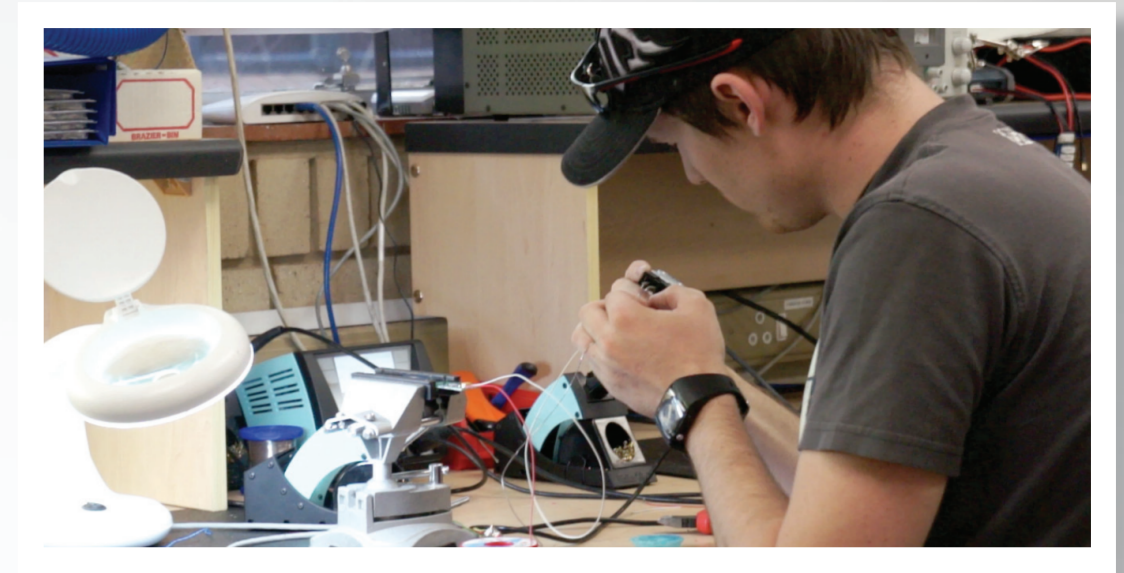
Problem is, Design Indaba is reserved for the elite designers in the industry. Also Design Indaba is over 1000 kilometers away. Flights and registration are expensive and because of these costs most students will never get to experience the event.

So we decided to send someone to represent the students. Introducing the Connector Bot, a beta test proxy droid. The Connector Bot ran a live two-way uplink between Design Indaba and the Tshwane University Of Technology.

Through the camera feed and touch screen controls the students were able to pilot the Connector Bot around the Design Indaba as if it was an actual attending delegate. The presence of the Connector Bot generated a lot of interest. Everyone wanted to chat and connect with the students. This helped the students secure daily one-on-one interviews with the Design Indaba speakers. The brightest minds were now connecting with hungry minds.

To our surprise the engagement went beyond the students and the Design Indaba. Newspapers, blogs and social networks around the world spoke positively about the campaign. The Connector Bot was even invited to do a live interview on South Africa's biggest morning TV show, Expresso.

The result that excites the most is the one that we'll only see in a few years time, when our students use what's inspired them to create social and environmental change for good.



CONNECTED
WE CREATE
CHANGE.