

"

I am often asked why I chose Laos.

I totally fell for this country, its people, its culture, its artistry.

There was an evidence to this encounter.

Sylvie Graumann

"



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DIGITAL COLLABORATIVE SCHOOLS





“
XiLearn is a great opportunity for me to achieve my goals and projects. It will help me to make my dreams come true!

ABOUT XILEARN IN LAOS

The XiLearn project is a French E-learning project teaching digital marketing in Lao and English. It aims to train experts in all digital technology techniques, regardless of their income, gender or age and to build links with European SMEs.

These new skills offer them better employment opportunities.

Young Laotians are **enthusiastic, hard-working** and always **positive**. They really appreciate this initiative where they can be in contact with local and foreign companies and find new, very promising job prospects. They are hard-working and determined to improve their social status and help their families.



“
I am very excited about this new project! It's a new door that is opening for me and a big change in my life.

OBJECTIVES

RESULTS FOR STUDENTS

1

To create **the first e-learning school** focused on digital marketing regardless of students incomes or gender, bac level (school leaving certificate at 18) and level B2 in English

2

To create an incubator for experts in Asia with **partnerships** in the RCEP free trade area countries and connections with digital nomads in countries all over the world

3

To provide European SMEs with **services to help adapt** their digital strategies to Asian markets cost-effectively

Integration

Find a job in the digital sector and **join local** businesses.

Expertise

Develop **expertise in digital marketing** and improve employability.

Development

Create an attractive digital hub to **participate** in the country's economic **development**.

Interest centre

Create an **interest and networking center**.

Independence

Remote freelance work for foreign companies.

Entrepreneurship

Create your own e-commerce **company**.

THE TEAM

XiLearn has a team of digital and project management experts.



Claire NICLAUSE
VP in charge of Partnerships



Leuth PANEPAKONE
Logistics Officer



Béatrice GELBMANN
DCS Treasurer



Charlotte RIALLAND
DCS Secretary



Inpaseuth PHENGVINAINHA
Translation Manager



Vanphen PHONGSAVATH
Translations



Stephane GESLIN
Artistic Director



Massessilia FENNICHE
Web Designer



Sylvie GRAUMANN
Founder and President

Founder and President
of the French digital company Xifab.
French Foreign Trade Advisor, Author
of books on International Trade
and Teacher of International
Marketing.

PROJECT CONTENT

Learners will be mentored by **experts** from all over the world.

Students will be divided into cross-functional teams and first work in **collaboration** on projects entrusted to them by local companies that are members of the Association.



Admission requirements and certification

Students must be **hardworking**, **committed** and able to understand **written English**.

They will be given tests and a final exam allowing them to obtain a **certification**.



THE PROGRAM

All courses have been created by trainers/experts chosen by XiLearn. Students will also have access to courses developed by different universities from around the world. Some courses allow them to obtain a certificate and are recognised internationally. Details of the courses can be found on the website.

Introduction

Marketing, data protection, project management tools, methodology.

01 Module

E-Commerce

- Set up and organise a business
- Create your website on *Shopify*
- Use dropshipping services
- Define an acquisition strategy
- Define a development plan
- Offer secure payment methods
- Maximise the shopping basket
- Optimise your presence on marketplaces

02 Module

Graphic Design

- Graphic design and logo creation
- Use of DTP software (*Photoshop*, *Illustrator*, *InDesign*, *AfterEffects*, *Premiere Pro*)
- Photo and video editing
- Create a user-friendly website
- UI / UX design
- Create visual content with *Canva*

03 Module

Content & Brand Marketing

- Create content
- Discover *tools* to develop marketing content
- Create a landing page, podcasts, videos, webinars, blogs

04 Module

Search Engine Optimisation

- Technical aspects
- SEO semantics
- Contents
- External link building

05

Module

Social Networks

Use social networks such as:

- ◎ **LinkedIn** : Create an account, a profile, and tips on how to be more visible
- ◎ **TikTok** : Create a TikTok channel, build your brand and story, create a challenge
- ◎ **Instagram** : Create a business page, promote products, develop influencer marketing
- ◎ **Facebook/Meta** : Create a business page, set up company page, create and share content, promote your Meta page.



BENEFITS FOR LOCAL AND INTERNATIONAL BUSINESSES

Adaptation

Adaptation of **digital strategy** to Asian markets.

Competitiveness

Local and international SMEs and SMBs can **work remotely** with a group of digital marketing experts at a **competitive rate** by becoming a member of Digital Collaborative Schools.

Self-financing

Enables the project to be **self-financing** in the second year.