

Think with Google

By [Peter Nalika](#)

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In the past, Google has had the "G-Day", a day set to display its various products and technologies to different industries. This year, this norm was changed with a series of workshops hosted at an incubation hub (88mph) situated along Ngong road in Nairobi.

These series of workshops were created to discuss the role technology plays in Kenya's future to drive growth and innovation. Google themed this as the "Going Google and Think with Google", the event brings the media, publishers, developers, advertisers and the C-level executives to understand Google's role in the online internet ecosystem.

The series of workshops which began on Tuesday, 6 November 2012, will run for four days until Friday, 9 November 2012.

Joseph Mucheru, Kenya Country Manager and Google SSA ambassador says they will host developers on second day of the workshop for a deep engagement in programming languages like Python and SDK for Android platform.

Going Google Africa, led by Google Enterprise and e-Momentum (a Nairobi-based Google Apps Premier Partner) will also host CEOs and CIOs to demonstrate the critical role online solutions are playing in business and the shift from personal productivity to collaboration across physical boundaries.

Representatives from 150 companies/business who use Google's cloud services have been invited to share their experience. Among them is Brand Kenya's CEO Mary Kimonye, she will guide the C-executives on thinking with Google towards the development of Kenya's marketing strategy as the country turns 50 years old in 2013.

Think with Google will highlight the importance of industry and consumer insights to marketing decision makers and influencers, especially during economic slowdowns. The session will include discussions around: how technology and the internet can help businesses grow and succeed in a slowdown; how to structure your organisation to ensure people thrive; how to innovate and stay ahead of the competition whilst driving profitability; and how to utilise and share data to discover game-changing opportunities and make the right decisions.

Meeting these challenges requires businesses to innovate, and this is what Think with Google is all about: inspiring businesses to meet these challenges.

Google executives present during the course of the week will include: Didier Goibert (director of Enterprise, EMEA), Sean Lafleur (director of Sales Operations for SEEMEA and director for SSA) and Joseph Mucheru (SSA Ambassador and country manager of Kenya). Guest speakers will include: Micah Cheserem (chairman of the Commission of Revenue

Allocation), among others.

Source: [allAfrica](#)

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