

### **PA Industry Guru Series**

As part of the PA's Community 2015 Masterplan, the People's Association (PA) has identified PMETs as vital component of the community. Hence, PA initiated the Industry Guru Series in 2011 with its key mission to increase outreach to more PMETs, catering this specialised programme to their dynamic and niche interests.

The Industry Guru Series is a customised professional networking programme, developed to inspire youths and working professionals to network, exchange ideas, and gain insights through sharing sessions by esteemed speakers and industry leaders. It aims to better equip them with the latest knowledge and tips of the ever-changing global landscape, which will be useful and relevant to their work and personal interests. This also provides the opportunity for PMETs to expand their network within the community.

The Industry Guru Series aims to further PA's goal of bringing people together and promoting social cohesion as well as community development through events, activities and courses.

### **#SmartNationTogether (Online "Live" Engagement Channel)**

The Smart Nation Digital Government office has worked together with more than 30 partners, and counting, to develop a digital online channel that focuses on bringing "live engagements" right into the homes of all Singaporeans. Programmes are split into those for: i) Young Families and Youth (e.g. coding, computational and STEM classes, talks on how to raise tech-ready children); ii) Working adults (e.g. webinars on harnessing new technologies for work); and iii) Seniors (e.g. lessons on how to use TraceTogether/SafeEntry, Digital Clinics).

Pulling content from various partners, as well as creating in-house engagement content, #SmartNationTogether aims to be an amalgamator of all things digital to generate awareness and excitement of Smart Nation and developments in technology. Prominent partners include GovTech, Amazon Web Services, Cognizant, VMWare, NTUC Club, Pre-School Market, SGTech, PA, etc.

#SmartNationTogether is an example of a ground-up movement that has activated the Singapore Tech community to come together to provide such engagement and enrichment opportunities for all Singaporeans. More partners are always welcome to collaborate and come on board the platform.

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