WORDCAMP Sofia 2024

WordPress At School: A Story About Business, ChatGPT And Gen Z Dreams

SOFIA TECH PARK 24.11.2024 | 3:40PM (EET)

MARTIN KOSEV
CEO - AFTERGROUP

AFTERTEAM in partnership with СофтУни БУДИТЕЛ

elementor crocoblock Basecamp Google for Education diorad

AFTERTEAM

DIGITAL AGENCY USING WORDPRESS

- FOUNDED IN 2015
- CUSTOMERS FROM +30 COUNTRIES
- SMBs TO BILLION DOLLAR COMPANIES

СофтУни БУДИТЕЛ

DIGITAL SCIENCE PRIVATE HIGH SCHOOL

- ~500 STUDENTS, +€3M REVENUE / YEAR
- PROGRAMMING, DESIGN, BUSINESS STUDIES
- PART OF THE BIGGEST NON-FORMAL TECH EDUCATION PROVIDER IN SOUTH-EASTERN EUROPE

DEVS ARE ALREADY NERVEOUS...

Relax, guys!

WORDPRESS STILL REMAINS THE WORLD'S MOST POPULAR CMS

43.5% OF ALL WEBSITES ON THE INTERNET

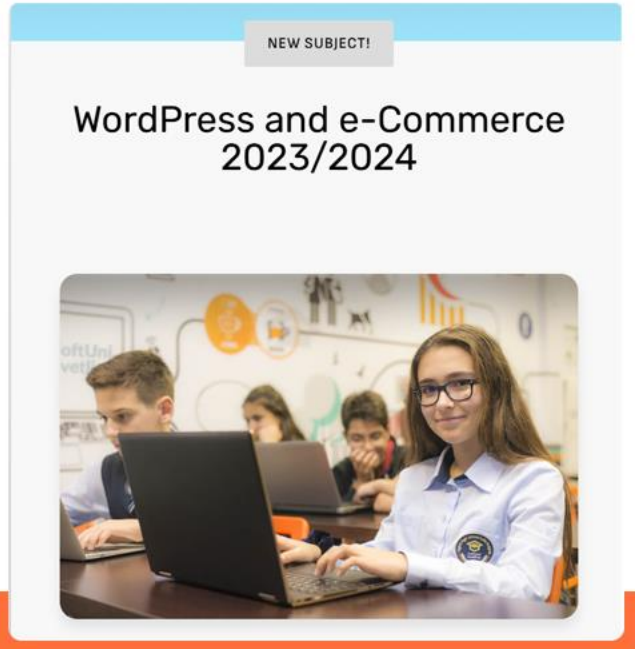
WHAT NOBODY TALKS ABOUT

<1%

OF ALL PUBLIC SCHOOLS
TEACH WORDPRESS
EXTENSIVELY

SO IN 2023...

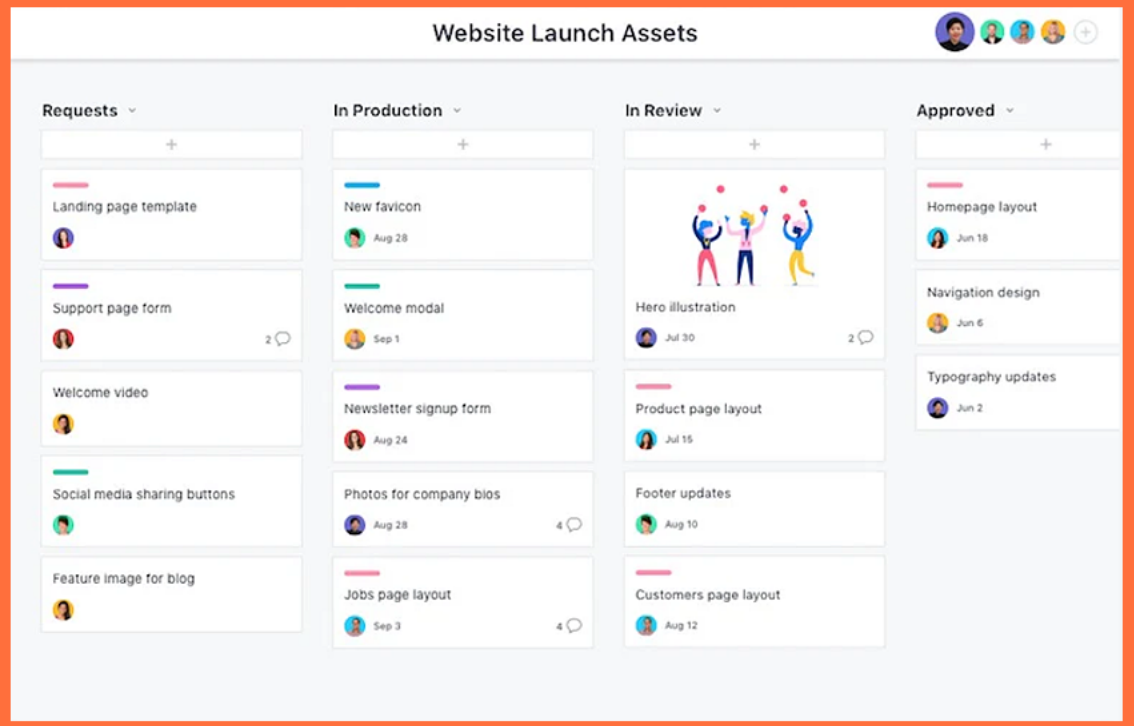
Empowering The Next Generation Of Digital Leaders With Afterteam And SoftUni Svetlina
Afterteam | September 12, 2023


NEW SUBJECT!
WordPress and e-Commerce 2023/2024

WEB DEVELOPER
Designs and creates websites for clients or companies
MARKETING SPECIALIST
Develops and implements online marketing strategies, SEO campaigns and social media promotions
E-COMMERCE MANAGER
Manage and optimize online stores, ensure sales results
CONTENT CREATOR
Writing engaging blog posts, product descriptions and marketing messages

DISCOVERY #1

THERE ARE NO SCHOOL BOOKS TO LEARN FROM



DISCOVERY #2

THERE IS NO PROJECT MANAGEMENT SOFTWARE FOR OUR STUDENTS

NO GRADING SYSTEM
NO TESTS OR EXAMS
NO WEB SERVERS
NO DOMAINS
NO ...THING

NADA.

OUR APPROACH

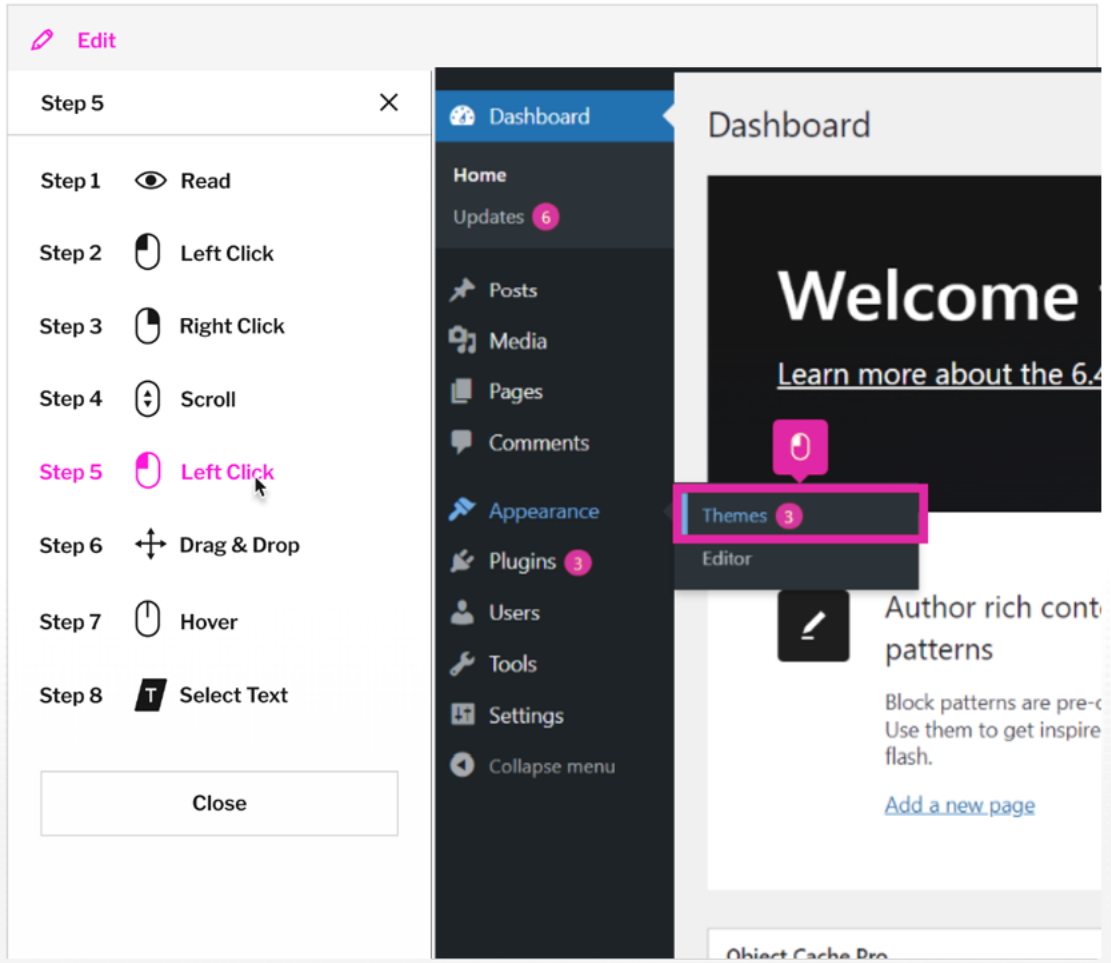
- ~~SCHOOL BOOKS~~
- ~~A/B/C/D TESTS~~
- ~~MESSAGES~~
- ~~GOOGLE CLASSROOM~~
- ~~AI CAN'T BE USED~~
- ~~RANDOM PROJECTS~~

- INTERACTIVE TUTORIALS
- PAGE BUILDERS
- INSTAGRAM (DMs)
- PROJECT MANAGEMENT SOFTWARE
- AI IS MANDATORY
- INDIVIDUAL PROJECTS

HINT #1

USE STEP-BY-STEP INTERACTIVE TUTORIALS INSTEAD OF VIDEO

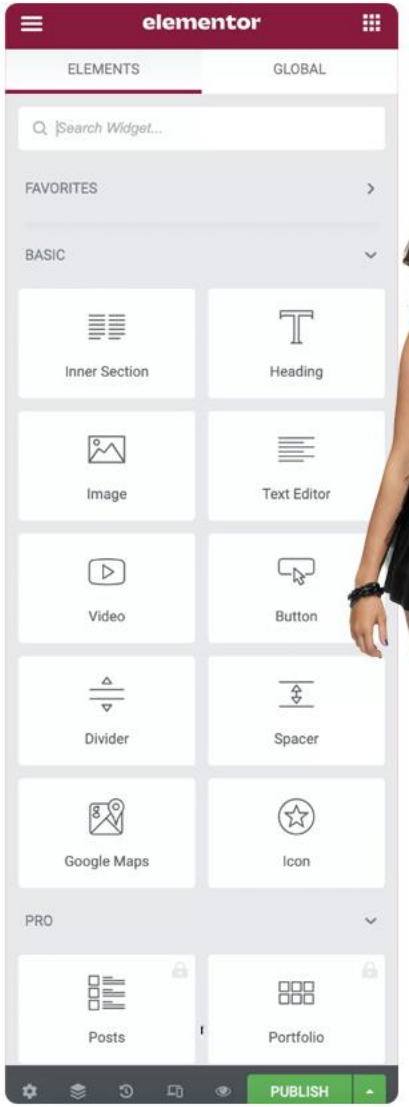
FEATURED TOOL:
IORAD



HINT #2

USE PAGE BUILDERS TO FORCE CREATIVITY. DEVS HATE THEM (#BLOAT). GEN Z DOESN'T.

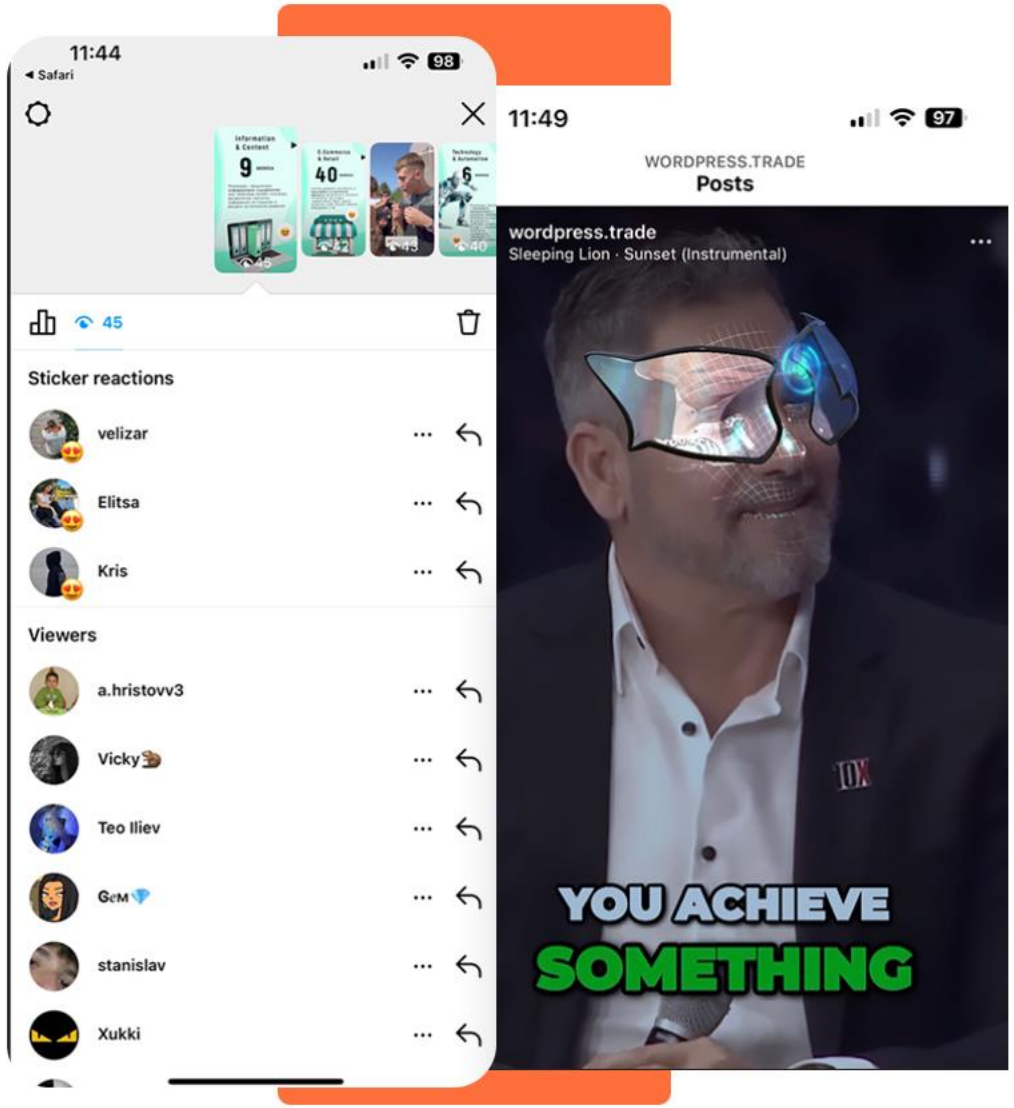
FEATURED TOOL:
ELEMENTOR

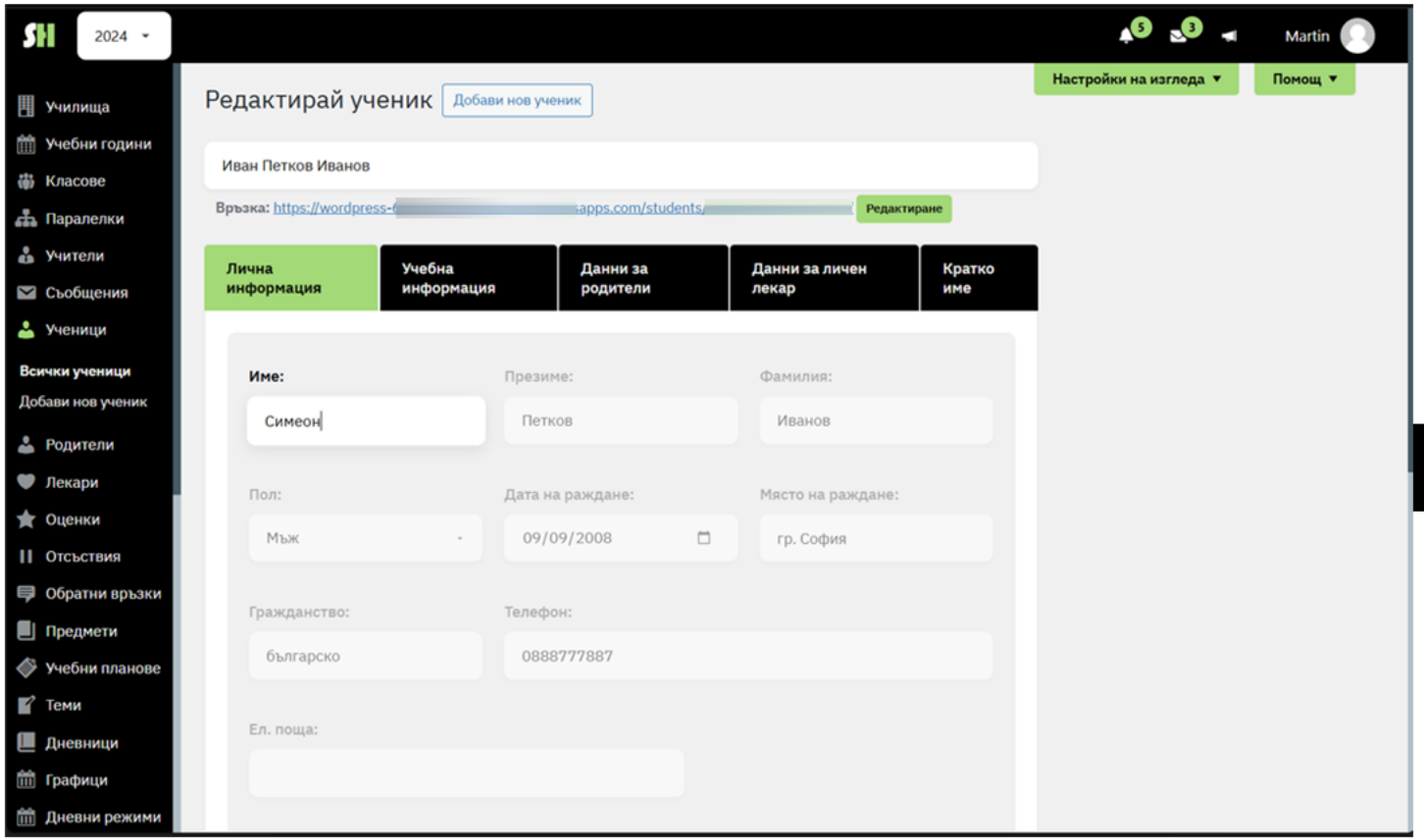


HINT #3

USE INSTA & TIK TOK FOR COMMUNICATION. YOUNGSTERS WILL SHOW YOU LOVE.

FEATURED TOOL:
INSTAGRAM





HINT #4

EXPAND

WAY BEYOND

WEBSITES & WOOCOMMERCE

- CUSTOM POST TYPES
- ADMIN CUSTOMIZATION
- NO CODE AUTOMATION
- API INTEGRATIONS

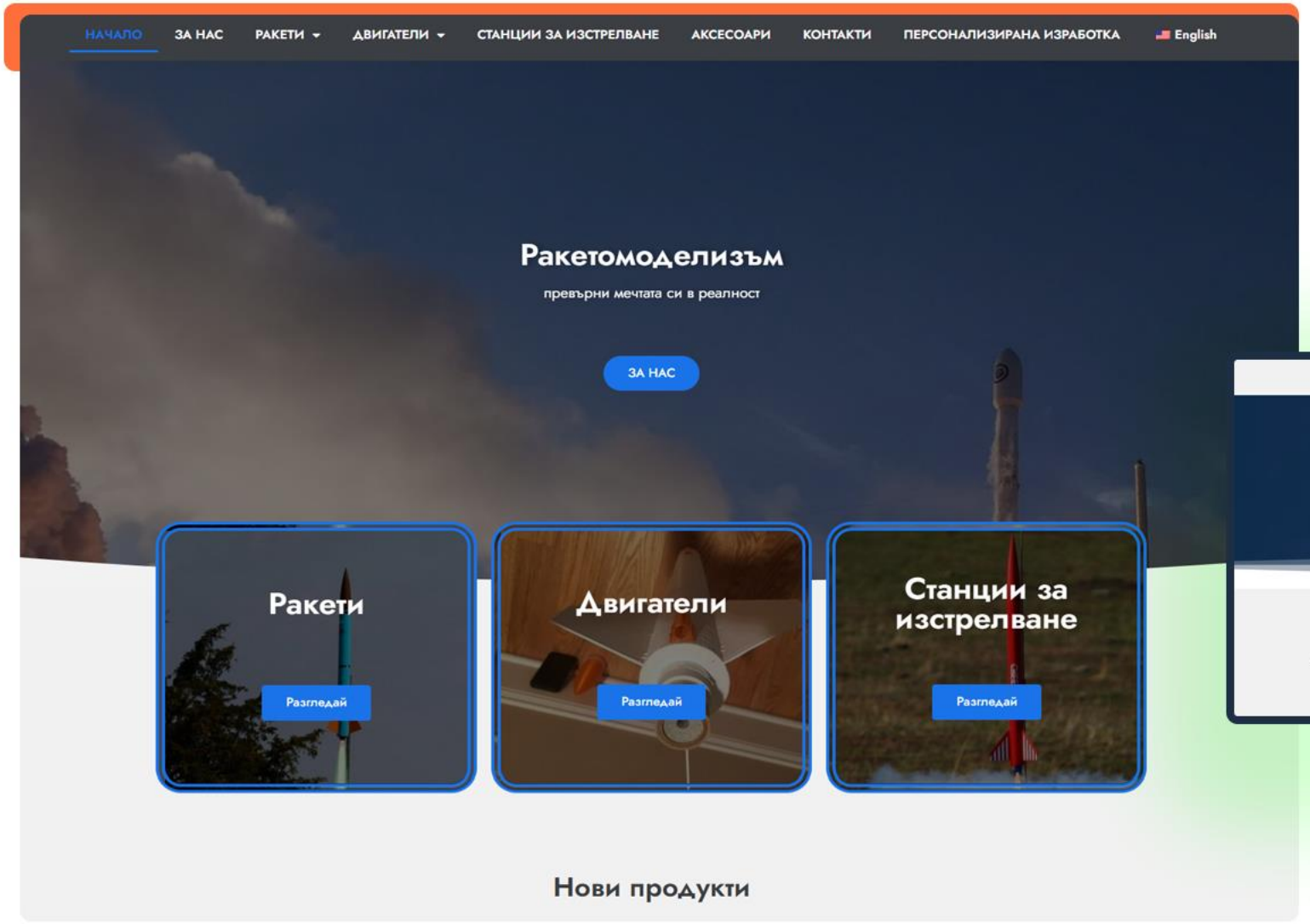
Claude
FlowMattic
APIFY
Code Snippets

RESULTS

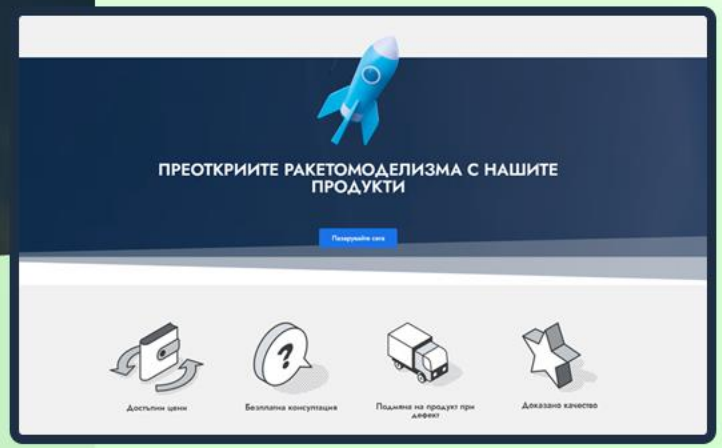
1 IN EVERY 4

STUDENTS AGED 15

BUILT A BUSINESS ON WORDPRESS



LIKE MUSK, SOME DREAMT OF OPEN SPACE



CMS: WORDPRESS
NAME: DIMITAR (15 YEARS OLD)
SCHOOL: SOFTUNI BUDITEL

Стич

25.00 лв.

Купи

Плажно мишле

18.00 лв.

Купи

Пчели

10.00 лв.

Опции

Ягодово зайче

35.00 лв.

Купи

Най - продавани

Професор Дъмбълдор

45.00 лв.

Купи

Рон

45.00 лв.

Купи

Хърмаяни

45.00 лв.

Купи

Хари Потър

45.00 лв.

Купи

OTHERS THOUGHT OF TRADITIONS

CMS: WORDPRESS / WOOCOMMERCE
NAME: VICTORIA (15 YEARS OLD)
SCHOOL: SOFTUNI BUDITEL

BUT THEY ALL

ENJOYED WORDPRESS

WHY?

ENGAGING | VISUAL | HIGHLY INTERACTIVE | CREATIVE |

NO TESTS | CAN BE FUN | USE AI | CAN BE PROFITABLE

INTRAPRENEURSHIP OPPORTUNITUIES

ENCOURAGING ENTREPRENEURIAL THINKING WITHIN ORGANIZATIONS.

- RAPID PROTOTYPING
- CONTENT MANAGEMENT

WORDPRESS AS A STRATEGIC ADVANTAGE

FOR COMPANIES:
A SKILLED WORDPRESS WORKFORCE

FOR SCHOOLS:
COMPETITIVE EDGE IN DIGITAL EDUCATION

FOR STUDENTS:
GATEWAY TO CREATIVE AND PROFESSIONAL OPPORTUNITIES

A VISION FOR THE FUTURE

> MAN IS ONLY LIMITED BY WEAKNESS OF ATTENTION AND POVERTY OF IMAGINATION ~ NEVIL GODDARD

IMAGINE A WORLD WHERE:

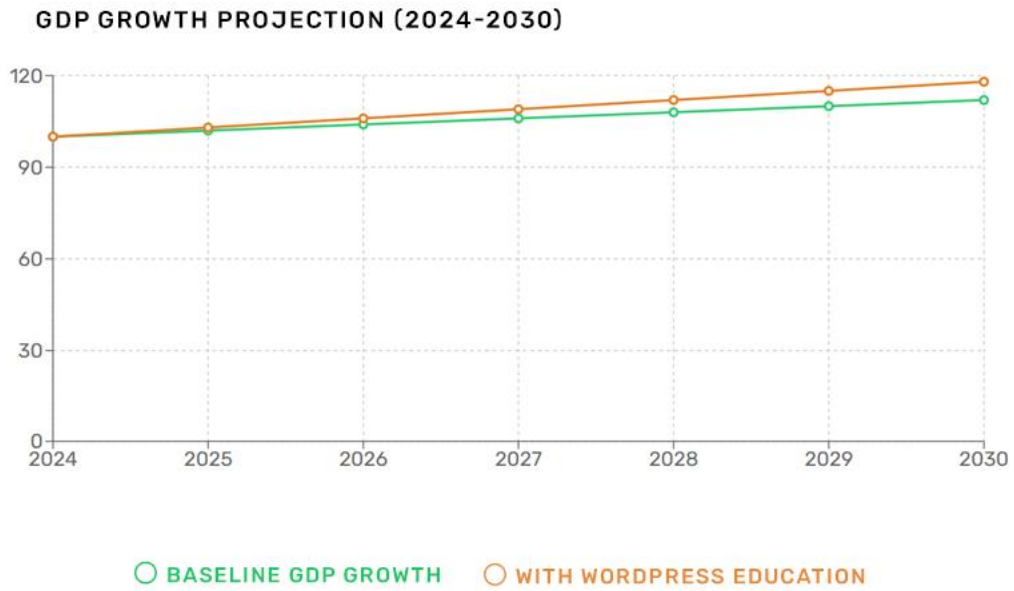
EVERY STUDENT BUILDS THEIR FIRST WEBSITE **BEFORE UNIVERSITY.**

WORDPRESS BECOMES A **CORE EDUCATIONAL TOOL.**

EDUCATIONAL LANDSCAPE

APPROXIMATELY **2,000** SCHOOLS NATIONWIDE.

OVER **700,000** STUDENTS IN PRIMARY AND SECONDARY EDUCATION.



- **GDP GROWTH:** ENHANCED DIGITAL LITERACY POTENTIALLY INCREASING GDP BY **UP TO 1% OVER A DECADE**.
- **JOB CREATION:** THOUSANDS OF NEW JOBS IN IT, MARKETING, AND CREATIVE INDUSTRIES.

KEY TAKEAWAYS

#1 WORDPRESS EMPOWERS STUDENTS WITH REAL-WORLD SKILLS THAT BRIDGE EDUCATION AND INDUSTRY.

#2 EARLY EXPOSURE TO WORDPRESS FOSTERS CREATIVITY, ENTREPRENEURSHIP, AND CAREER READINESS.

#3 COLLABORATION BETWEEN SCHOOLS AND THE WORDPRESS COMMUNITY CAN DRIVE TRANSFORMATIVE CHANGE IN EDUCATION.

THANK YOU!

MARTIN KOSEV

CEO - AFTERGROUP