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BulkSMS.com supports Wired Parenting Workshop

BulkSMS.com will be taking part in the inaugural Wired Parenting Workshop to be held in Johannesburg on Saturday, 1 August 2009.

Dr Pieter Streicher, managing director of BulkSMS.com will be speaking on how to technically manage new communications technologies with their children, including understanding and controlling elements such as cellphone bills, spam and digital profiles.

“For me, the most important way parents can get to understand what technology their children are using is to use these tools themselves,” says Dr Streicher.

The Wired Parenting Workshop aims to empower parents with a better understanding of the technology their children are using, by covering cell phone, Internet and gaming technologies. It is hosted by Flux Trends, a trend watching company, and learnthings Africa, a specialist publisher of interactive and digital educational content.

Wired Parenting includes a cross-section of specialists who will provide insights into the latest technologies on the market, how they work, what the impact of these technologies is on a child, and finally, how parents can manage the process to give their child the best online opportunities and experience - safely.

Other speakers on the panel are: Dion Chang of Flux Trends, a sought-after trend analyst, who will talk on how technology creates new dynamics for parents and children in an ever widening generation gap; Angus Robinson of Brandsh Media, a mobile and social media company, will deal with current technologies and what children are exposed to when they are online as well as an understanding of mobile technology and gaming; Carol Affleck, a research psychologist specialising in child development, will discuss how parents can effectively guide and mentor children in the digital age. Michelle Lisssoos, managing director of [learnthings Africa](http://learnthingsAfrica.com), will then host a question and answer session.

For more information on the workshop programme or bookings please visit the [learnthings Africa](http://learnthingsAfrica.com) website.

BulkSMS.com is a leading mobile messaging firm headquartered in Cape Town and promotes the responsible use of mobile and other new digital technologies. The company recently launched Parentscorner.org.za, an online information resource for parents on the use of mobile technologies by children. The website deals with topical issues such as: mobile chat rooms, premium rate subscription services, cyberbullying, cellphone addition, and how to read your mobile phone bill.

[372 words]

About BulkSMS.com

BulkSMS.com, a division of Celerity Systems (Pty) Ltd, has been in operation since 2000 and is headquartered in Cape Town, South Africa. BulkSMS is a leading wireless application service provider offering bulk SMS messaging solutions to large and small businesses, public benefit organisations, and individuals. BulkSMS.com has a global market presence, including Europe, South Africa, the United Kingdom, and the United States of America.

BulkSMS offers two-way bulk SMS messaging, premium rate solutions and supports mobile marketing campaigns to further an organisation's SMS communication needs. BulkSMS flagship messaging solution is the BulkSMS Text Messenger, a desktop application that allows clients to quickly deploy an SMS service.

The company is a member of the following industry associations; the Wireless Application Service Provider Association (WASPA) and the Mobile Marketing Association.

For more information on BulkSMS's commercial messaging services visit www.bulksms.co.za and for details on BulkSMS's messaging service offering discounted bulk SMS message prices for public benefit organisations (such as schools, NGOs and faith-based organisations) visit <http://community.bulksms.com>. For direct enquiries email sales@bulksms.com or contact BulkSMS telephonically on +27-21-552 6321.