



UNIVERSITY OF
CALGARY

WOMEN IN WORK 20 20

Let's talk: Leadership, equity and owning your future

March 7, 2020

MACEWAN CONFERENCE AND EVENT CENTRE



In partnership with:

WOMEN'S
RESOURCE
CENTRE



DEAR POTENTIAL PARTNER,

UCALGARY CAREER SERVICES AND THE WOMEN'S RESOURCE CENTRE are collaborating to bring back Women in Work for its third year on March 7, 2020. Our team is looking forward to building upon the great success of previous conferences, and continuing our mission of empowering women to be future leaders, to act and commit to building a stronger, connected and equal workplace.

This year's conference theme is **LET'S TALK: LEADERSHIP, EQUITY AND OWNING YOUR FUTURE**. With these concepts, we hope to spark thought-provoking discussions around personal and professional achievement and owning one's career. We hope to inspire you again to make meaningful connections with other employers, aspiring achievers and emerging leaders. Creating gender equity in the workplace won't happen overnight. It's a process that begins with you, and continues with the future leaders we're building at UCalgary.

These sessions are sure to promote active participation and provide attendees with the framework for an intentional action plan for personal and professional growth.

We couldn't do this without you. As a partner, your participation and support of Women in Work 2020 will ensure a bright future for the movement towards creating equitable workplaces.

Sincerely,

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Conference highlights include:

- An excellent opportunity to connect one-on-one with students from a broad range of faculties.
- Inspiring programming focused on recognizing, celebrating and engaging the potential in all of us.
- A day of sessions, panels and networking events designed to motivate our young achievers and celebrate the strength of inclusive working environments.

IT'S EASY TO GET INVOLVED WITH WOMEN IN WORK 2020

WOMEN IN WORK AIMS TO HIGHLIGHT THE ACCOMPLISHMENTS and the need for women in the workplace, and inspire future generations to make workplace inequality a thing of the past. Your support of this event is deeply appreciated as we strive to tackle the issues of equality and gender gaps in the workplace.

We have a variety of partnership packages that will showcase your organization to UCalgary students and the greater Calgary community.

By supporting the 2020 conference, your organization will have the opportunity to:

- 1. Connect with emerging talent.** Engaged students are the future of work. Connect with conference participants from various fields of study and practice.
- 2. Inspire students to explore their potential with your organization.** Tell your corporate story and showcase your unique brand and culture.
- 3. Engage in innovative and interactive sessions.** Demonstrate the ways your organization supports and encourages women to grow personally and professionally.

As a Women in Work 2020 sponsor, you'll have the opportunity to work closely with us to highlight how you support gender equity and your unique workplace culture. Let us know how you'd like to be involved, and we'll commit to making it work. There's no better way to ensure active engagement than through collaboration!



SPONSORSHIP PACKAGES

EQUITY CHAMPION

\$2,500 (One available)

You'll receive a feature as our **presenting partner** in all our marketing materials for Women in Work 2020 in advance of the conference (approximately: 25,000 impressions) as well as on the day of the event, to an audience of 200-300 students and UCalgary staff from across all faculties.

BENEFITS

- **Opening remarks - a five-minute spotlight to highlight your organization**
- **Sponsors-only cocktail table setup**
As a sponsor, you have dedicated space for a pop-up banner and an exclusive opportunity to provide promotional material in the Ballroom throughout the day
- **Four tickets for the breakfast roundtable and the awards luncheon (Value: \$200)**
- **Table sponsor signage for Let's Network session**
- **Free registration for our upcoming winter Employer Meet and Greet event (Value: \$400)**
This event is a unique opportunity to network with a group of our most engaged and prepared students
- **Free interview room for a day anytime in the winter semester (Value: \$160)**
- **One month of free advertising in MacEwan Student Centre (Value: \$600)**
- **MacEwan Student Centre is the hub for all things UCalgary. Your advertising will be featured on 5 backlit panels in prime hallway space on the first floor of MSC, where traffic can reach up to 100,000 visitors a week.**

SPONSORSHIP PACKAGES

EQUITY PARTNER

\$1,500 (Five available)

You'll receive a feature as a **supporting partner** in all our marketing materials for Women in Work 2020 in advance of the conference (approximately: 25,000 impressions) as well as on the day of the event, to an audience of 200-300 students and UCalgary staff from across all faculties.

BENEFITS

- **Logo feature in all marketing materials for Women in Work 2020**
- **Sponsors-only cocktail table setup**
As a sponsor, you have dedicated space for a pop-up banner and an exclusive opportunity to provide promotional material in the Ballroom throughout the day
- **Two tickets for the breakfast roundtable and the awards luncheon (Value: \$200)**
- **Table sponsor signage for Let's Network session**
- **Free registration for our upcoming winter Employer Meet and Greet event (Value: \$400)**
This event is a unique opportunity to network with a group of our most engaged and prepared students
- **Free interview room for a day anytime in the winter semester (Value: \$160)**



SPONSORSHIP PACKAGES

EQUITY AMBASSADORS

\$500 (Eleven available)

Eleven workshop sessions will take place throughout the day. As an Equity Ambassador, your company will be listed as the presenting sponsor for your selected session and you will have the opportunity to briefly introduce yourself and your company before introducing the guest speaker or session facilitator. Sessions will be 75 minutes in length, presented by experts on various topics. Capacity: approximately 50 to 75.

BENEFITS

- Five-minute organization spotlight and opportunity to introduce one of the day's workshops
- Exclusive presentation of your promotional materials at your sponsored session
- Two tickets to attend the awards luncheon (Value: \$60)
- Table sponsor signage for Let's Network session

WOMEN IN WORK 2020 SESSIONS

LET'S TALK: LEADERSHIP, EQUITY AND OWNING YOUR FUTURE

It's all about networking

Participants will learn how to network effectively, create their own opportunities and utilize online job boards/sites to expand their network.

Unfiltered perspectives from women and men in non-traditional roles

Flip the script! Participants will hear first-hand stories from individuals who opted to take the path less travelled.

Social identities and the role of women

This session explores the impact of social identities on women and how marginalization is compounded by intersectionality.

Flourishing at work

This session explores the future of work and what is needed to ensure we all flourish.

Negotiating for success and the gender wage gap

This session examines the gender wage gap as related to different approaches to negotiation by mastering a few basic principles.

Leadership in social justice: Peace through engagement

Participants learn about ways to lead social movements using local and international examples.

Leadership in the arts

Participants learn storytelling, finding their voice and the power of the arts to leverage opportunity.

Indigenous ways of knowing: The power of storytelling

Participants learn about Indigenous storytelling and how it shapes identities, realities, dreams, ideologies and beliefs.

Indigenous ways of doing: Leading from the middle

Informed by Indigenous ways of knowing and being, popular culture and the experiences of a dedicated storyteller, participants learn how to be your own kind of leader.

Indigenous ways of connecting: Wellness, healing and parallel paths

Participants learn about mental health issues, accessing services for Indigenous populations and Indigenous healing practices, and Indigenous perspectives on environmental sustainability from an Indigenous engineer.

Indigenous ways of being: A small act of resistance

Participants develop an understanding of the histories and worldviews of Indigenous peoples and the importance of connection to land.

OTHER WAYS TO SUPPORT

HOST A TABLE — LET'S NETWORK!

Free

If your budget is tight but you want to connect, give your time by hosting a networking table at this session at end of the day.

As a table host, you can support our attendees by providing them with valuable networking experience and feedback. Through speed networking, attendees will be practicing their newfound skills with each other as well as company representatives. It's an excellent way to build rapport with students while sharing your corporate story.



