

WOMEN IN TECH WEEK

26th-30th September 2016



Brought to you by
Women in Tech Africa
26th-30th September 2016

YOU ARE INVITED TO AFRICA'S 1ST AND LARGEST WOMEN IN TECH EVENT.....WOMEN IN TECH WEEK



- › As a valued partner , we invite you to be part of Women in Tech week by way of **Media Partnership**. This will give your organization the opportunity to network with the invited CEOs and CIOs and the many IT and Technology Decision Makers who make up Women in Tech Africa Membership
- › Women in Tech Africa has members in over 30 African Countries with Physical Chapters in Ghana, Nigeria, London, Kenya with many more chapters planned 2016



Women in Tech Africa



VISION

Enable Africa's women to drive Africa's growth story and create impact on peoples life



MISSION

Supporting Female Leadership and creating a pipeline for girls to choose technology

Members in 30
Countries across
Africa and the
Diaspora

Partners and
Supporters in the past
include SAP, Pyxera
Global, USAID,
Thoughtworks Global
etc

Largest Women in
Tech group on the
African continent



**Women in Tech Africa is the # 1 organization for
ambitious women in technology from and in Africa.**

Women in Tech Week by Women in Tech Africa



Vision: Women in Tech Week



Women in Tech Week is the 1st and largest Women in Tech event on the African continent. Created as a 5 day event that brings together stakeholders supporting growth of women in technology and leadership. It includes curated user generated events with event partners across 40 countries with 400 events tracks bringing together 40,000 users onsite and virtually.

Scale



- ▶ 40 countries / 400 event tracks
- ▶ Number of participants: 40,000 (onsite 3,000)
- ▶ Number of social media impressions: 400,000

Format

- ▶ Keynotes, Panel discussions, Workshops, Online-chats/blogs, Insight sessions

Purpose (for Sponsors)



- ▶ Visibility for growth / connecting with ecosystem for your company
- ▶ Exclusive content
- ▶ Getting in front of potential leads
- ▶ Supporting the women in tech ecosystem
- ▶ Positioning your organisation as supporting female leadership in Africa

Timeframe & Setup



- ▶ September 26th-30th 2016 / 5 days
- ▶ Onsite and virtual events in parallel, broadcasting & live-stream, recordings

Audience Profile



▶ C Level executives

- ▶ Mid-senior level technology executives
- ▶ Digitally focused enterprise professionals
- ▶ Technology entrepreneurs and founders
- ▶ Media and publishing executives
- ▶ Bloggers and journalists
- ▶ corporates

Locations of events



- ▶ **Onsite events in 10 countries:** Kenya, Nigeria, South Africa, Ghana, Ethiopia, Rwanda, UK (Maidenhead next to London), USA (NY), GER (HD), China (Shanghai)
- ▶ **Virtual events in Africa:** Angola, Congo, Tanzania, Uganda, Mozambique, Ivory Coast, Madagascar, Cameroon, Niger, Burkina Faso, Malawi, Zambia, Senegal

Key Themes

1. The impact of the digital economy to Africa
2. Innovation & Technology for the next decade
3. Leadership

4. Entrepreneurship
5. Social Enterprise
6. Security

7. Work-life balance
8. Research in Africa
9. Talent in Africa



Agenda Women in Tech Week

September
2016

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

Theme

TECHNOLOGY DAY 	LEADERSHIP DAY 	ENTREPRENEUR DAY 	WORK-LIFE DAY 	TALENT DAY 
Opening Key note speeches Digital Africa ▶ Mobile payment ▶ Smart infrastructure ▶ Cloud ▶ IoT : Industry & Consumer	Women & Leadership ▶ Branding your self in a male-dominated world ▶ Women in leadership: Strategies to survive in a male-driven culture (discussions, meetings, power play)	Entrepreneurship ▶ Workshop: Successful business cases ▶ Financing your stat-up ▶ Crowd funding Social Enterprise ▶ Scale & Operation ▶ Business Model	Work-life balance ▶ Enterprises & Family ▶ Opportunities of remote work places ▶ "From being @ home to working at home" ▶ Meditation & yoga (purpose in life, spirituality)	Talent building ▶ Developing grass-root talent / demographics / large amount of world workforce will be Africa ▶ Skills for Africa - making a challenge into an opportunity ▶ Skill building as a business
Innovation & Technology for the next decade ▶ Digital Marketplaces ▶ Virtual Reality ▶ Machine Learning	Negotiating as a woman ▶ Leadership principle & executive presence	Security ▶ Security strategies for your enterprise ▶ Personal security as a women in Africa ▶ How to combat cyber bullying ▶ Security threats in a digital economy / how to fight cyber crime ▶ Mobile & cloud security	Research in Africa ▶ Suitability for impactful research? ▶ Africa as a hot spot for research ▶ Status quo & direction ▶ Lighthouse examples	Getting cutting edge skills to Africa ▶ Mobile education ▶ Support young and ambitious girls in africa through Tech skills
Local events	Local events	Local events	Local events	Evening Event / Celebration Night

Evening

Details for Key Themes

1. The impact of digital economy to Africa



Mobile payment, Smart infrastructure, Cloud, IoT: Industry & Consumer

2. Innovation & Technology for the next decade



Digital Marketplaces, Virtual Reality, Machine Learning

3. Entrepreneurship



Workshop: Successful business cases, Financing your start-up, Crowd funding

4. Social Enterprise



Scale & Operation, Business Model

5. Research in Africa



Is Africa a suitable place for impactful research, The image of Africa as hot-spot for research, Status Quo % direction, Lighthouse examples

6. Work-life balance



Enterprises & Family, Opportunities of remote work places, "From being @ home to working at home", Meditation & yoga (e.g. Purpose in life, Spirituality)

7. Leadership



Branding your self in a male-dominated world, Women in leadership: Strategies to survive in a male-driven culture (discussions, meetings, power play), Negotiating as a women, Leadership principle & executive presence

8. Security



Security strategies for your enterprise, Personal security as a women in Africa, How to combat cyber bullying, Security threats in a digital economy how to fight cyber crime, Mobile & cloud security

9. Talent in Africa



Developing grass-root talent / demographics / large amount of world workforce will be Africa, Skills for Africa - making a challenge into an opportunity, Skill building as a business, Getting cutting edge skills to Africa, Mobile education

WITA Commits To:



- ☐ **Announce** the media partnership in an official our Newsletter distributed to overall contacts from our members in 30 countries including Africans in the Diaspora, including the media partner logo and link
- ☐ Display the media partner's logos (& link when appropriate) on:
 - ☐ Event brochure (where applicable)
 - Website
 - Press releases
- ☐ 2 Tickets per country to the Forum and Events.

Partnership Model: Media Partner Commitment



Print Media

Online Media

a) *Print media:*

Editorial:

- *Announce the media partnership with the WOMEN IN TECH AFRICA As soon as possible after signing the media partnership contract*
- *Publish an article announcing the 2016 edition of Women in Tech Week*
- *Publish an article about the WOMEN IN TECH AFRICA as soon as possible after the event*

Advertisement:

- *Publish a half page advertisement prepared by the WOMEN IN TECH AFRICA, that incorporates logos from the event partners and practical information, in the September issue (or as close as possible)*

b) *Online media:*

- *Announce the media partnership with the WOMEN IN TECH AFRICA as soon as possible after the media partnership agreement*
- *Publish all press releases / Newsletters about the WOMEN IN TECH AFRICA*
- *Publish (in November) a feature prepared by the WOMEN IN TECH AFRICA, that incorporates logos from the events partners and practical information*

Duration of the partnership

- *The media partnership is valid in 2016, and automatically renewed for the next year unless otherwise mentioned in writing.*

Example of a local agenda (e.g. South Africa, Ghana ...)

September 2016						
MONDAY			TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Theme	Topic	Format				
	Opening Key note speeches E.g. Digital Africa ▶ Mobile payment ▶ Smart infrastructure ▶ Cloud ▶ IoT : Industry & Consumer	Video stream from central event location (e.g. Nairobi) Onsite presentation Panel discussion	Virtual events driven by other locations, including video stream, telephone conference; pre-recorded sessions; all marketed locally	Virtual events driven by other locations, including video stream, telephone conference; pre-recorded sessions; all marketed locally	Virtual events driven by other locations, including video stream, telephone conference; pre-recorded sessions; all marketed locally	Virtual events driven by other locations, including video stream, telephone conference; pre-recorded sessions; all marketed locally
	E.g. Innovation & Technology for the next decade ▶ Digital Marketplaces ▶ Virtual Reality ▶ Machine Learning	Onsite presentations Onsite workshop breakout Onsite closing	Virtual event driven by local chapter lead (live stream): E.g. Negotiating as a woman ▶ Leadership principle & executive presence		Onsite presentation, e.g. Research in Africa ▶ Suitability for impactful research? ▶ Africa as a hot spot for research ▶ Status quo & direction ▶ Lighthouse examples	Live – stream from main closing event

For More Information



Kindly Contact...

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