

WiTWA [+] SWIPE COPY

We are very excited to share you with the WiTWA audience.

Given you're a supporter of our mission for greater diversity and inclusion in tech [+], we'd love it if you could share your participation with your networks too, so they can learn from you and the other 30+ amazing speakers we have presenting.

Below you'll find some copy you are welcome to use or customise for your audience via email and social media, or of course you can craft your own messages. Please use #witwaplus2020 #seeherbeher and #techplus20 as your tags.

You can tag WiTWA via @witwa on most channels, or @womenintechwa on Instagram.

Any questions? Please email us at conference@witwa.org.au

Thank you so much for supporting the WiTWA [+] Conference, we are delighted to have you on board!

EMAIL

Sending emails to your lists or your contacts is, by far, the best way to promote the event.

Social media is great, but email tends to be the highest converter. People need reminders! Don't be afraid to send more than one email. A sample schedule for emails could be:

- **Week of Monday 19 October 2020 (One week before):** 1st email - Share your story, explain why the issue of inclusion in tech [+] matters to you, and share the event link (<https://witwa-2020.heysummit.com/>) to check it out.
- **Week of Monday 26 October 2020 (The week of the event):** 2nd email - The event is this week! In this email, you let folks know WiTWA [+] 2020 Conference is finally happening and this is the chance for them to be part of conversations that matter regarding careers in tech [+]. Share the event link (<https://witwa-2020.heysummit.com/>) to check it out.
- **Week of Monday 9 November 2020 (Two weeks after the event):** 3rd email - The event was fabulous! Share your highlights, perhaps a behind-the-scenes shot of your involvement. Remind people they haven't missed out yet - replays are available for another two weeks, so grab your ticket now! Share the event link (<https://witwa-2020.heysummit.com/>) to check it out.

Below you'll find copy as inspiration for your emails. You are welcome to customise it, or please feel free to write your own personalised messages. **Text highlighted yellow needs to be changed before sending or posting.**

Sample Email Copy:

Subject: Want to join me at the WiTWA [+] 2020 Virtual Conference?

Hi _____,

From 26 to 30 October, I am part of a group of outstanding tech [+] speakers at the WiTWA [+] 2020 Virtual Conference and I'd love it if you joined me.

It's no secret that women face some unique challenges when it comes to careers in tech [+].

Women are also facing a disproportionate fall-out from the COVID-19 pandemic in Australia where the Conference is based, as we stare down the barrel of a 'pink collar' recession.

WiTWA seeks to offset that impact by promoting diversity and inclusion, as encapsulated in their catch-cry:

If you can see her, you can be her

(#seeherbeher for short)

The Virtual Conference is a festival of inspiration showcasing over 30 incredible tech [+] speakers with diverse and fascinating expertise, such as:

> Dame Stephanie Shirley CH: *A workplace revolutionary and successful IT entrepreneur turned ardent philanthropist. In 1962, she started a software house, Freelance Programmers, that pioneered new work practices and changed the position of professional women, especially in hi-tech. Check out her TED talk 'Why do ambitious women have flat heads?': https://www.ted.com/talks/dame_stephanie_shirley_why_do_ambitious_women_have_flat_heads. Dame Shirley is joining us from the UK.*

> Jessica Smith OAM: *Represented Australia at the 2004 Paralympic Games Award Emerging Leader by the Australian Government at the Positive Body Image Awards, as well as being awarded a Pride of Australia Medal. State finalist for Young Australian of The Year, 2015 Cosmopolitan Magazine Woman of the Year, 2017 Awarded one of Australia's highest honours, the 'Medal of The Order of Australia' for a number of roles within the community and dedication to sport. Ms Smith is joining us from United Arab Emirates.*

> Fadzi Whande: *An award-winning Global Diversity and Inclusion Strategist and Social Justice Advocate. Her work primarily focuses on addressing systemic inequality for underrepresented groups with specialisation on race and gender equality. She is a TEDx speaker, Australia Day Ambassador, Fellow of the Duke of Edinburgh CSC Leaders Program, 2020 Momentum Visionary Woman of the Year, 2019 recipient of the Social Impact Award from the Organisation of African Communities, and 2018 Western Australian of the Year finalist. Ms Whande is joining us from Australia.*

> Emma Isaacs: *Founder and Global CEO of Business Chicks. A business owner by the age of 18, property investor by 19, and self-made millionaire by 23, Emma Isaacs has entrepreneurship and achievement in her DNA. She's a mother of six. Ms Isaacs is joining us from the United States of America.*

There will be a combination of keynotes, panel discussions and fireside chats across five themes:

- *The World is Your Oyster*
- *Diversity & Inclusion*
- *A Career for the Future*
- *Mentors, Sponsors and Allies*
- *Incredible Role Models (including the third annual Tech [+] 20 Awards)*

But you'll need to be quick: tickets are limited. Register now:

WiTWA [+] 2020 Virtual Conference

<https://witwa-2020.heysummit.com/>

Date: Monday 26 to Friday 30 October, 2020

Time: From 6pm AWST (GMT + 8 hours)

Location: Online

Fee: An individual all-access pass is \$197 including fees and taxes

WiTWA welcomes everyone, so please don't feel you have to be a woman to join in! They report attendance from ~20% other genders from last year's conference.

Hope to 'see' you there!

Thanks,

Your Name

PS. If you haven't heard of WiTWA, it stands for Women in Technology WA (<https://www.witwa.org.au/>). Established in 1998, WiTWA was formed as a network to support women who found themselves in heavily male-dominated industries. First incorporated as 'Women in IT WA' in 2005, we re-branded to "Women in Technology WA" in 2010 and added the [+] in 2019 to acknowledge the range of backgrounds in our organisation who use and advocate for tech everyday. They consider tech [+] to include science, technology, engineering, mathematics, entrepreneurship, innovation and beyond.

> Sample swipe copy for Twitter, Facebook and LinkedIn:

Tickets are now available for #witwaplus2020! Come and join us to hear from an inspirational lineup of #techplus role models and speakers #seeherbeher

When? From Monday 26 to Friday 30 October

Where? Online!

<https://witwa-2020.heysummit.com/>

Grab your tix today!

I/We will be presenting at the #witwaplus2020 virtual conference, running 26 to 30 October.

I/We join an inspiring lineup of speakers & role models celebrating inclusion and diversity in #techplus.

Join us/me 🍷

<https://witwa-2020.heysummit.com/>

#seeherbeher

#witwaplus2020 empowers, inspires and excites!

Join us have your inspiration cup filled as we hear from world-leading keynotes and inspirational panelists. #seeherbeher

Running 26 to 30 October 2020 (or catch replays thru Nov). Tickets available: <https://witwa-2020.heysummit.com/>

What do a cosmic nomad, a work futurist, a world-leading philanthropist, a Paralympian and a bunch of #techplus founders, authors and speakers have in common?

They're presenting at #witwaplus2020!

Join them 📌

<https://witwa-2020.heysummit.com/>

#seeherbeher