

## Why Sponsor the 2018 CCWESTT Conference?

**“If Canada is to excel in the global knowledge based economy, we have to call up all of our strengths to build and maintain a strong, entrepreneurial science culture that maximizes all of our human resources.” (Arthur J. Carty, Canada’s Former National Science Advisor).**

Women’s increased participation and advancement in the workforce bring significant economic benefits to organizations and to Canada. This compelling business case is articulated by industry and institutional leaders across all sectors and is supported by recent research findings. Enhancing the participation and leadership of women in science, engineering, trades and technology (SETT) fields will generate even greater positive impacts in our knowledge-based, technological and highly competitive global economy.

The benefits of gender diversity (WinSETT, 2016) are supported by direct economic indicators. These include:

- Solution to skills shortages
- Access to a broader base of talent
- Increased innovation potential
- Enhanced market development
- Greater return on human resource investment
- Stronger financial performance
- Improved corporate governance
- Increased national economic growth index

To best create solutions to the wicked problems facing our society, we need collaboration and innovation, which is most likely with diverse teams.

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## Who is CCWESTT?

**The Canadian Coalition of Women in Engineering, Science, Trades and Technology (CCWESTT) is a premier national, nonprofit organization of groups, institutions and industries with a mission to expand the attraction, retention, and promotion of women.**

## Excellent networking with others who attend the conference

- A two-day national event that will bring together national and international subject experts, employers, CEOs/presidents, government representatives, and women in Science, Engineering, Trades and Technology (SETT) at all phases of their career lifecycle to share their knowledge and experience around diversity and inclusion
  - Attendance has ranged from 400 attendees in Calgary 2006 to 150 attendees in Ottawa 2016.
  - The venue, sessions, coffee breaks, etc. will be structured to optimize networking opportunities.
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## Access to the latest “field ready” research and industry/policy learnings for you and your organization

- Flexible theme of “Learn. Grow. Act.” for sharing current and emerging research and best practices, offering powerful professional development, and gaining practical solutions to the challenges you face regarding attraction, promotion and retention of women in SETT.
- Distill research, industry, and life experience into conference proceedings, white papers, and policy documents – to help you and your organization move forward.

Now in its tenth year, the conference is held biennially and is organized by a host committee, separate from the board.

# LEARN·GROW·ACT

re-define the future

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## LEARN

- Disseminating benefits of diversity and attraction, retention, and promotion strategies for Women in SETT careers
- Relaying outcomes from corporate and government initiatives

## GROW

- Developing leadership skills
- Managing Transitions – promotion, leaves, career refocussing
- Mentoring and Sponsoring

## ACT

- Creating market and social ventures as entrepreneurs
  - Redefining the future as intrapreneurs
  - Uniting action through intra/inter-organizational enterprises
  - Catalyzing change through inter-sectoral policy forum
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### By being part of CCWESTT 2018, your organization will:

- Support your own mandate to improve gender diversity in STEM
  - Shape the direction and content of the conference
  - Access the latest research on effective strategies for attraction, retention, and promotion of women
  - Continue to demonstrate leadership on diversity and inclusion initiatives
  - Continue to support your employees' mentoring and sponsorship communities
  - Support entrepreneurship opportunities for those in your supply chain
  - Provide enhanced continuing professional development for your employees
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### The following are one or more ways your organization could contribute:

- Sponsorship of conference events:
    - Keynote Panel at Banquet (Women in Leadership: Kim Campbell, Rona Ambrose, Rachel Notley, Elizabeth May, etc.; moderated by Mary Walsh as Marg Delahunty)
    - Opening Reception (Thursday evening)
    - First Day Reception (Friday afternoon)
    - Policy Forum (Saturday afternoon, AB/CAN Ministers of SoW, Labour, Advanced Ed)
    - Thought Leadership \* 2 (University presidents, CEOs)
    - Panel Discussion \* 2 (Engineers Canada, CIM, Catalyst)
    - Pre-conference PD Workshop \* 3 (Thursday afternoon: WinSETT, Networking...)
    - Tours (WBF, NINT, NAIT...)
    - Youth engagement - DiscoverE (Concurrent children's program)
    - Youth engagement - University/College/Apprenticeship student sponsorship
    - Breakfasts \* 2 (speakers?)
    - Luncheons \* 2 (speakers?)
  - Representation on steering and other conference committees
  - Representation in a panel discussion on managing leaves, or some other topic relevant to both your organization and CCWESTT
  - Sponsorship of pre-conference workshops (opening day / Thursday of the conference)
  - Advertising conference to your employees and industry associations/affiliations
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