

+her

D/GITAL.

INSPIRE & EMPOWER





We need more women in our industry. This is where Digital Her comes in.

Digital Her exists to address the lack of gender diversity in the tech and digital industry.

Digital Her's mission is simple: to inspire and empower young women to engage with STEM-related subjects at secondary school and college, and to have the confidence and desire to explore the incredible careers available in digital and technology.

By doing this, we will reduce gender inequality in the long-term tech talent pipeline.

In 2019, Digital Her ran a series of roadshows across the ten Greater Manchester boroughs and engaged with 1,200 young women from a diverse range of backgrounds.

In 2020, we are going to build on this activity with more roadshows, summer camps, role mole meetups, experience days and mentoring.



Our Impact 2019



ROLE MODELS
& MENTORS
200



YOUNG WOMEN
REACHED
1200+



EMPLOYER
INTERACTIONS
68,000 +



EDUCATORS
UPSKILLED
200



SCHOOLS & COLLEGES
SUPPORTED
100



ROADSHOWS
& EVENTS
12



STUDENT INDUSTRY
EXPERIENCE DAYS
10



WORK EXPERIENCE
PLACEMENTS
10



Digital Her roadshows - what are they?

The 2020 roadshow will consist of events for both school (Year 8/9) and college (Year 12) students.

Our programme specifically supports and enables students from schools in areas of disadvantage to access opportunities for meaningful interactions with people who work in the sector to help raise aspiration and interest, as well as help reduce the number of local young people becoming 'NEET' (not in education, employment or training).

Did you you know that just 4 employer interactions while at school can reduce NEET likelihood by 86%?

Roadshows will provide tech taster days and a vital opportunity for students to meet real role models and people working in the sector. Workshops will focus on developing digital skills, **+her** career insights and awareness as well as confidence and empowerment.

D/GITAL.
INSPIRE & EMPOWER



Digital Her Real Role Models - what are they?

Having visible and accessible mentors and role models is a really important part of Digital Her. So we're building a pool of real role models from our industry for our virtual Inspiration Wall. This will help assist us with our projects and initiatives to inspire and empower more young women into digital and technology careers.

The Inspiration Wall will also be showcased at Digital Her roadshows and other events for schools and colleges. The premise is simple: **If she can see it, she can be it.**

If you're a woman in Greater Manchester who works in a digital and tech role and would like to help other women to enter the industry, we want you to be involved. All Digital Her sponsors are encouraged to sign up women in their businesses to become role models; to mentor young women and to ensure a strong brand presence at each event.

Strategic Annual Partner

£15,000

Be the main strategic sponsor for all Digital Her activity during 2020

- Credited as strategic partner (with prominent logo placement) on all online and offline promotional materials relating to Digital Her for a period of 12 months (including backlinks)
- Credited as strategic partner in press releases relating to Digital Her
- X4 speaking opportunities at Digital Her related events
- Opportunity to take part in either the roadshow series or the curiosity camp (further details below)
- A speaking opportunity at the 2020 Manchester Digital members conference on the topic of diversity and inclusion
- Commitment to host two real role model meetups
- Provide up to 3 mentoring opportunities for a minimum of 6 months - one hour per month
- A place on our dedicated Digital Her podcast
- Sponsor status promoted via our social media platforms
- Opportunity to provide Digital Her real role models to speak at school and college events
- Host an inspiring student experience day or deliver an in school session
- Be part of a collective innovative pilot for early tech talent spotting to provide a supportive work placement opportunity
- Quote / company information included in blogs/articles posted on the Manchester Digital website

NOT AVAILABLE

Series of Inspire & Empower Roadshows

(3 packages available)

£8,000

- A commitment to take part in 6-8 roadshow events throughout the year and deliver interactive workshops designed to inspire young women. At least one of these will be for college students aged 16-18.
- Opportunity to provide real role models on the day as part of our 'meet the role model activity' - they will join our inspiration wall of women working in or with technology
- 3 minute introductory speaking opportunity at each of the events
- Opportunity to host an experience day in your own workspace, or run an experience session in school with associated case study and social coverage
- A place on our dedicated Digital Her podcast
- Branding on all promotional and event material with backlinks on all digital materials
- Sponsor status promoted via our social media platforms
- Opportunity to provide real role models on the day as part of our 'meet the role model activity' - they will join our inspiration wall of women working in or with tech.
- 100-word profile in the event and teacher resource pack
- Promotional material at event
- Opportunity to provide branded collateral to be in teacher packs and student swag bags
- Invitation to the roadshow celebration event next year at the end of the year

Single Inspire & Empower Roadshow

(1 package
per
roadshow)

£2,000

- Take part in one roadshow event and deliver an interactive workshop designed to inspire young women either Year 8/9 (school) or Year 12 (college)
- 3 minute introductory speaking opportunity at the roadshow
- Opportunity to host an experience day in your own workspace, or run an experience session in school with associated case study/social coverage
- Branding on all promotional and event material with backlinks on all digital materials
- Sponsor status promoted via our social media platforms
- Opportunity to provide real role models on the day as part of our 'meet the role model activity' - they will join our inspiration wall of women working in or with tech.
- 100-word profile in the event and teacher resource pack
- Promotional material at event
- Opportunity to provide branded collateral to be in teacher packs and student swag bags
- Invitation to the roadshow celebration event next year at the end of the year
- Option to upgrade / extend to our Digital Her FE events.

Digital Her Curiosity Camp

(3 packages
available)

£5,000

Digital Her's Curiosity Camp is an immersive and engaging week where you will be able to take an in-depth approach to support young women to be curious and explore digital skills on an 'end to end' project brief developing technical, problem-solving, and innovation skills as well as vital skills for life; including teamwork, collaboration, confidence, problem solving and presentation skills.

You will be part of a tech employer team who offer a full day activity on rotation for the week. You will provide mentoring and support to the young women involved in the camp. Benefits of this package include:

- Branding on all promotional and event material with backlinks on all digital materials
- Sponsor status promoted via our social media platforms
- Quote in Curiosity Camp press release
- Quote / company information included in blogs/articles posted on the Manchester Digital website
- A place on our dedicated Digital Her Curiosity Camp podcast
- Be part of a experience day tour of all businesses at the end of the camp (talk and tour)
- Opportunity to write a curiosity camp blog on your experience.

+her

D/GITAL.

INSPIRE & EMPOWER

Digital Her: Discov<h>er package

(4 packages
available)

£3,000

Your company can support young women across Greater Manchester to discover their possible digital future through a series of tech discovery employer interactions.

Benefits of this package include:

- Branding on all promotional and event material with backlinks on all digital materials
- Sponsor status promoted via our social media platforms
- Quote / company information included in blogs/articles posted on the Manchester Digital website
- x1 speaking opportunities at x2 Discov<h>er careers events (x1 student, x1 educator) for ages 14-18.
- Hosting a Digital Her industry taster day (group between 10-30 students)
- Be part of a collective innovative pilot for early tech talent spotting to provide a supportive work placement opportunity
- Provide up to x2 mentoring opportunities for a minimum of 6 months - one hour per month.

+her

D/GITAL.

INSPIRE & EMPOWER

If you're interested in any of these packages,
or wish to discuss something bespoke, please
contact Emma Grant, head of talent & skills on
emma@manchesterdigital.com

#DigitalHer



+her
D/GITAL.
INSPIRE & EMPOWER