



women  
in  
data

Women in Data UK™

Partnerships 2018

## The success of Women in Data UK™



L to R: Rachel Keane, Payal Jain, Roisin McCarthy (Women in Data UK™), Edwina Dunn (The Female Lead).

Payal Jain is Chair of Women in Data UK™. She is a regular in The DataIQ Big Data 100 and was 2016's No1 Data Titan. Payal is currently a member of an Executive Committee of a Bank and has been a data practitioner for the last 20 years.

Roisin McCarthy features in the 2018 Big Data 100. She and Rachel Keane are co-founders of WiD UK. Both Roisin and Rachel have been working in the data industry for the last 18 years. They were delighted to be invited to celebrate their achievements at Downing Street as part of International Women's Day.

Women in Data UK™ was founded in 2015, and is a not-for-profit organisation whose aim is to ensure diversity in Analytics by encouraging females to shine and progress in their careers.

The WiD UK annual event has become a landmark occasion since its inception in 2015 and the WiD UK community has grown to 20,000. WiD UK has forged significant partner relationships to promote women in data in the media and in the workplace.

2017 was the first time that WiD UK reached out to partners to help to strengthen the event. By forming partnerships, it allows delegates to attend free of charge, which is something we are passionate to maintain as the event gets larger. We were fortunate to be supported by companies running major initiatives to promote the importance of both data and gender diversity.

We are very fortunate to have as a partner, Edwina Dunn, Chair of The Female Lead, who works ceaselessly to promote female role models in all walks of life, and with whom we collaborate on the prestigious Twenty in Data & Technology.

## Women in Data UK™

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The success of Women in Data UK™ since its inaugural event at UCL in 2015 has surpassed all expectations.

Last year we welcomed more than 400 data professionals to this landmark UK event, which is the largest of its kind. We again provided a community setting in which delegates network and share ideas.

The strong relationships formed at Women in Data UK events have created an increasingly powerful group from which women data practitioners gain support and advice.



Over the past three years we have witnessed a trend of more female data appointments, across the board, including at senior levels.

Yet much more needs to be done to work towards gender parity. The aim of Women in Data UK is to ensure diversity in Analytics by encouraging females to shine and progress in their careers.



At Women in Data UK we are convinced that gender parity would generate competitive advantage to UK businesses by mobilising a wealth of historically untapped talent.

Women in Data UK is proud of its highly supportive partners. Our partners share with us a commitment to promoting data as a driving force in industry and the value of diversity within the data sector. By engaging with partners we are able not only to stage a much larger event, but also to get closer to business programmes that are shaping the world of data today.

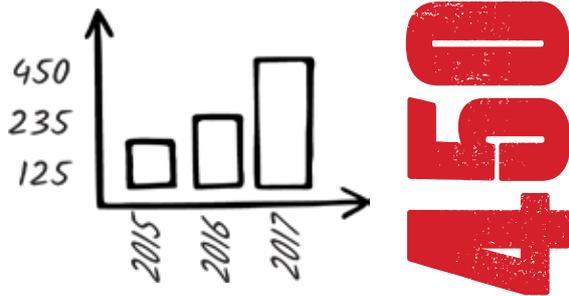


The success of Women in Data UK is also reflected in the quality of our amazing speakers. They provide practical guidance to support experienced data professionals and to inspire women entering the field. The openness of our speakers is at the core of what makes Women in Data UK remarkable.

In 2017 we formalised the Women in Data committee and set the objective of creating more on-going dialogue within the network by promoting meet ups and facilitating mentoring.

## Women in Data UK™ in numbers

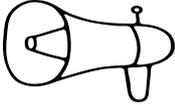
### Event attendees



**4:1** 

For every ticket allocated another four people wanted to attend WiD UK 2017.

Over-subscribed 4 to 1

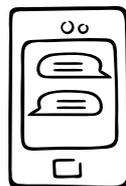
**22** High profile speakers to date 

 2017 tickets allocated in **48** hours

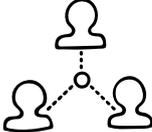
 **5,000+** Video views

 **2** Leading media partners  
DataIQ & Decision Marketing

**3** Growing media channels - Website  
Twitter & LinkedIn

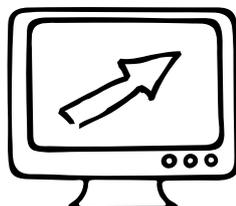


 WiD UK community data professionals database  
2015 6000    2016 11,500  
2017 18,000    2018 20,000

 **20,000**

**113,800**

High volume impressions for premium content

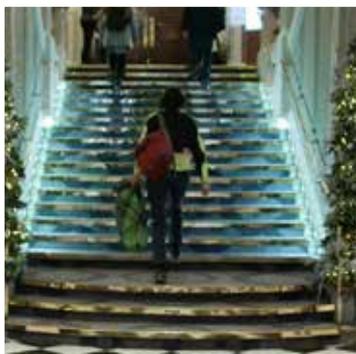


**12** WiD UK Women in 2018 DataIQ Top 100

Amazing  partner  
'The Female Lead'

# Women in Data UK™ 2017

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The Women in Data UK™ 2017 event was full to capacity with engaged delegates. Feedback on the venue from all attendees was extremely favourable. Partners took part in our first panel discussion and 2017 saw the inaugural unveiling of our inspirational Twenty Women in Data & Technology.





women  
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data

Partnership  
Opportunities  
**2018**

# Women in Data UK™ 2018 partnership opportunities



Women in Data Partnership packages are designed to give partners a wide range of pre-event, on-the-day and post-event profile advocacy and publicity. Partners have a mix of logo and story placement, website and press coverage, and delegate contact.

## Bronze: Women in Data UK™ exhibitor

All day stand presence, including during the post event reception. This was a very popular and productive component for 2017 partners.

**Package: £5,000**

## Silver: Women in Data UK™ event partner

- Profiles in emails to >20,000 WiD UK database
- Company profile on womenindata.co.uk
- Colleague profile on womenindata.co.uk
- Partnership session at event
- Features in WID UK social and professional media
- Presence in event programme & presentations
- Print and digital promotional banners
- Collateral on delegate tables.
- 5 event tickets (value £350 each)



**Package: £15,000 (Exhibitor additional)**



## Gold: Women in Data UK™ Partner

- Provide speaker to present at event to 1,000 delegates
- 10 delegate tickets + 25% discount on additional guaranteed tickets @ £350.00
- Filmed, branded, solus partner introduction to the 2018 event video.
- Hosted Women in Data UK meet up

**Package: £25,000 (Exhibitor additional)**



## Women in Data UK™ Platinum Partner (options)

- Host of the WiD UK 2018 breakfast
- Conference facility to host a branded session for up to 50 delegates for 1 hour
- Provide speaker to present at event to 1,000 delegates
- Provide expert speaker to partner panel
- Additional 20 delegate passes
- Host branded drinks and refreshments partnership
- Filmed, branded, solus partner introduction to the 2018 event video.

**Package: POA**



Partners contributed a spokesperson to 2017's lively panel discussion on diversity and profits.

## Women in Data UK – 2018 venue



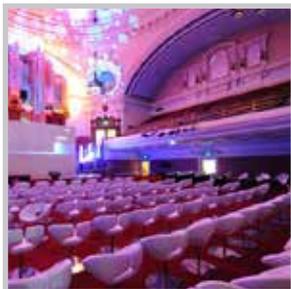
Methodist Central Hall, Westminster, London SW1  
Thursday 29th November

Central Hall Westminster is the largest conference and events venue in central London. Central Hall offers a very large yet speaker-friendly and audience-friendly auditorium, as well as varied rooms and spaces for break-outs, parallel sessions and dining.



Women in Data UK 2018 is designed for 1000\* delegates to attend for an all-day multi-faceted event. Our partners play an important part in enabling WiD UK to offer this important annual event free of charge to data professionals at all stages of their careers from graduate to boardroom.

Central Hall's main auditorium will enable WiD UK to scale delegate numbers yet maintain the intimacy that has characterised previous events. The floor will be arranged cabaret style with round tables, which is the preferred house style, while tiered surround-seating will allow delegates to remain close to the stage and fully engaged with activities.



The Central Hall is a Grade II listed building that was used for the first UN public address in 1946. Today it is the home of hundreds of events each year, some of which you may have seen on television.

\*Final numbers may be higher



## Women in Data UK™ 2017 partners

Sainsbury's

accenture



Hotels.com



VANQUIS  
BANK



# Women in Data UK™ highlights

Specialist sector recruiters see year on year increase in female placements in data and tech

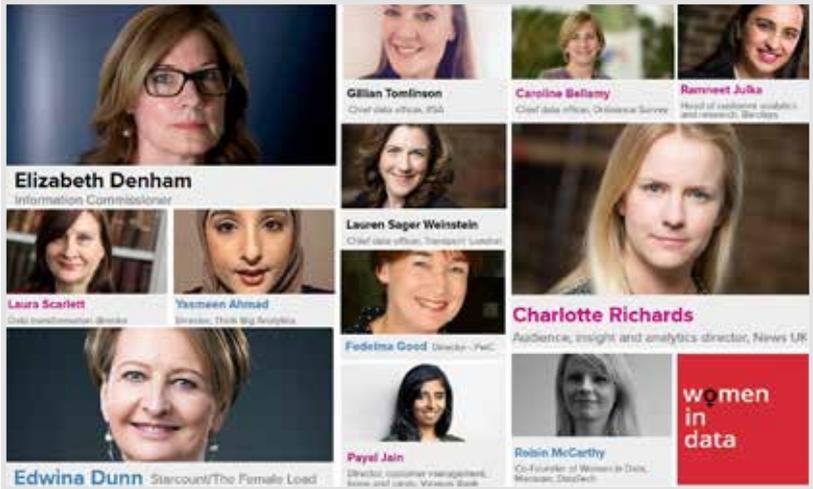
**12%** increase in female placements in the data and technology sectors, 2015-2017

Newly formed Women in Data UK™ committee is committed to gender parity, mentoring and regional meets



The Women in Data UK™ committee comprises of committed partners, speakers, Twenty in Data & Technology awardees, delegates and several Data Titans.

Members of the Women in Data UK™ community in 2018 DataIQ Top100



Women in Data UK™ Chair, Co-Founder, partners, Twenty in Data & Technology awardees, speakers and committee members recognised in 2018 DataIQ Top 100.

Women in Data UK™ Co-founders in Downing Street

Rachel Keane, Roisin McCarthy: the Co-founders of Women in Data UK™ were thrilled to have their work acknowledged when invited to Downing Street to celebrate International Women's Day, March 2018.



## Twenty in Data & Technology

The inaugural Twenty in Data & Technology awardees were spectacularly unveiled at the Women in Data UK™ 2017 event.

There is quite simply a lack of profile and publicity for women who can function as role models for data and tech professionals at every stage of their career, from student to boardroom.

We are excited to celebrate this showcase of inspirational female role models who are helping to transform our world using data and technology.

Twenty in Data & Technology is a series of filmed interviews and iconic photographs created by The Female Lead, intended to inspire entrepreneurs, practitioners and young rising stars.

2018's Twenty in Data & Technology have been nominated by their fellow professionals. We will support the awardees and help them, as last year, to encourage the next generation of female leaders!





Women in Data UK and Datatech

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Twitter

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[@womenindatauk](https://twitter.com/womenindatauk)

Find out what others are tweeting  
by using [#womenindata](https://twitter.com/hashtag/womenindata)

**Datatech and the finest female talent in data**

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