

# Partnership and Exhibition Opportunities Guide

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Let's make it work for women:  
Building an inclusive workplace  
for women in STEM

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# Let's make it work for **women**: Building an inclusive workplace for women in STEM

## What is fundamental to building an inclusive workplace for women in UK STEM industries?

For over 40 years, WISE has been at the forefront of Equity, Diversity, and Inclusion (EDI) in the UK – striving for gender parity across STEM industries through our research, outreach and work with both member organisations and individuals. This depth and breadth of experience has made WISE an authoritative voice in building inclusive workplaces for all women.

This year's WISE Conference offers organisations and individuals working in STEM the opportunity to come together and learn from a diverse roster of EDI speakers. The programme will shine a light on how to build the fair and equitable workplaces we campaign for at WISE, providing you with practical takeaways and the inspiration required to foster inclusivity within your organisation.

Our members are integral to the work we do at WISE – making our mission of achieving gender parity in STEM possible! We recognise the invaluable experience and expertise of our members, and how important it is to share this across industry and organisations in order to really change the STEM landscape in the UK.

Whether you wish to learn about cutting-edge developments in EDI, form new cross-sector connections or simply reaffirm old partnerships, this year's WISE Conference has something to offer you. Together, we can build truly inclusive workplaces for all women in STEM.



“A great conference, with some eye opening presentations and fantastic discussions.”

**Bethany Grant**

Atomic Weapons Establishment

# Let's make it work for women: Building an inclusive workplace for women in STEM

This year's conference theme is right at the heart of our mission. For this reason, we want to explore how we all can contribute to this shared goal for a more equitable and secure future.

To tackle this complex and expansive theme, we will break it down into the four following topics: **Allyship, Leadership, Programmes** and **Progression**.

By doing so, we aim to provide both individuals and organisations with the tools they need to continue to drive cultural change across the UK's STEM industries.



**Allyship** spans across cross the intersections of underrepresented groups to bring people together with similar mindsets aligned to a collective goal. As individuals, we need to know how we can better position ourselves and act as allies if we are to form meaningful connections. Organisations need to understand how allyship can be intertwined into everyday business practices, forming a foundation for a consciously inclusive culture.

**Leadership** has become increasingly complex. The ability to navigate turbulent times while fostering an inclusive environment is crucial to success. An organisation's EDI agenda and trajectory is defined by its leaders, which often will not be fully representative of the employees it aims to represent. If future leaders are to truly set meaningful EDI agendas, they must understand what inclusive leadership means, why it matters and how to enact it.

**Programmes** help foster a sense of belonging, showing employees that they are valued members of the organisation. Such programmes can take on many forms, from job shadowing and apprenticeships, to mentorship. Work-based programmes can impact productivity, reduce absenteeism, and increase retention for employees. Moreover, they can enhance a work-life balance and open new learning and development opportunities for the participants.

**Progression** within one's own career can prove challenging at times. Often long entrenched organisational norms (that can take the form of antiquated policies and processes) will restrict equal access to progression opportunities. Additionally, we as individuals might lack the experience on how to sell our own personal brand publicly, or the self-confidence to continue to campaign for what we believe is ours.

# Agenda

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**9:00**

## **Registration and welcome refreshments**

Flowers Room and Haslett Room – Ground Floor

**9:30**

## **Welcome and opening remarks**

Dr Laura Norton – Managing Director, WISE

Kelvin Lecture Theatre – Ground Floor

**9:40**

## **Keynote: From silos to synergies**

Speaker: Ola Gwozdz – Senior Strategic Designer, Arup

Kelvin Lecture Theatre – Ground Floor

**10:00**

## **Keynote: Reserved for Headline Partner**

Speaker: To be announced

Kelvin Lecture Theatre – Ground Floor

**10:20**

## **Driving change: WISE's new gender parity framework**

Dr Laura Norton – Managing Director, WISE

Kelvin Lecture Theatre – Ground Floor

**10:40**

## **Morning panel discussion**

What opportunities can organisations create to build an inclusive future for women in STEM?

Kelvin Lecture Theatre – Ground Floor

**11:10**

## **Comfort break**

**11:20**

## **Learning and innovation sessions**

### **Allyship: becoming consciously inclusive**

Jack Painter – Head of Products and Services, WISE

Haslett Room – Ground Floor

### **Becoming a better speaker and presenter**

Polly Shute – Co-Founder and Director, OUTspoken Speakers

Flowers Room – Ground Floor

### **The impact of executive education on women's career progression**

Dr Victoria Smith-Collins – Programme Director, In Professional Development

Lovelace Room – Ground Floor

### **How your organisation can accelerate the journey to gender balance through the right programmes**

Ishreen Bradley – Chief Inspiration Officer, Belonging Pioneer

Marconi Room – Ground Floor



**12:10**

**Networking lunch and exhibition**

Riverside Room – Third Floor

**13:50**

**Keynote: Time to do things differently**

Kate Bellingham – Director, Kate Bellingham Ltd

Kelvin Lecture Theatre – Ground Floor

**14:10**

**Keynote: The importance of being an effective Ally**

Dr Zaheer Ahmad MBE – Head of Unifying Culture, BDO UK LLP

Kelvin Lecture Theatre – Ground Floor

**14:30**

**Keynote: The importance of mentors & role models for women in STEM**

Fiona Clarke – Head of Capability, Leonardo Ltd UK

Kelvin Lecture Theatre – Ground Floor

**14:50**

**Afternoon panel discussion**

What role do individuals play in building an inclusive workplace for women in STEM?

Kelvin Lecture Theatre – Ground Floor

**15:10**

**Networking break, refreshments and exhibition**

Riverside Room – Third Floor

**16:00**

**Learning and innovation sessions**

**Allyship in action: championing menopause support in STEM workplaces**

Elissa Dobson and Caroline Walters – Co-Directors, Mission Menopause

Haslett Room – Ground Floor

**How to support and develop returners**

Anouska Carling – Programmes Manager, STEM Returners

Flowers Room – Ground Floor

**Inclusive leadership: navigating challenging times**

Victoria Dale – Founder and CEO, Inclusion365

Lovelace Room – Ground Floor

**10 Years of WYPB: How to setup and run a successful shadow board**

Speakers from the WISE Young Professionals Board

Marconi Room – Ground Floor

**17:00**

**Networking reception and exhibition**

Riverside Room – Third Floor

**18:00**

**Event close**

# Become a Partner

## Be part of a leading event that brings individuals and businesses together.

The WISE Annual Conference is our flagship event that provides a platform to our members, their employees, and other likeminded businesses to come together and empower change through sharing their own direct experience on how to achieve greater gender parity in UK STEM industries.



## Why should you partner with this event?

Does your organisation support greater gender diversity in STEM? Does your organisation already actively work on increasing women's representation within STEM industries? Does your organisation believe more could be done to provide equal opportunity to the women working in STEM? If so, support WISE, our members and the fantastic line up of speakers, and help make a difference to the UK STEM landscape.

“We had a brilliant day and there was so much enthusiasm and interest in the room. We certainly got a lot out of attending and everyone we spoke to had such positive thing to say about the speakers and seminars.”

**Natalie Desty**

Founder of STEM Returners



## What will partnership bring your organisation?

- Enhance your company and employer brand, profile and awareness within EDI and STEM.
- Network and forge new relationships with our delegates, speakers and other partners.
- Demonstrate your work to bring greater gender parity to the STEM industries and influence change.
- Reinforce your commitment and association to WISE and our mission.

# Headline Partner

Providing an unparalleled opportunity to be an integral part of the WISE Annual Conference. With unrivalled branding, networking and speaker opportunities, solidify your position as a truly inclusive leader.



## Before the event:

- Lead placement of your corporate identity within the extensive publicity programme.
- Dedicated feature within the event programme.
- Headline feature on event website.

## During the event:

- **Keynote speech** – demonstrate the work your organisation has done to bring greater gender parity to your industry with a 20-minute speaking slot.
- **Panel discussion seat** – further exhibit your organisation's EDI expertise and commitment.
- **Large exhibitor stand** – your choice of location.
- **Tickets** – 6 included for your colleagues.
- **Reserved seat allocation** – 6 seats across the learning and innovation sessions.
- **Venue branding** – Primary positioning of your corporate identity throughout the venue.
- **Branded material** – Primary positioning of your corporate identity on delegate badges, event slides, panel discussion questions and agenda screens.



Package:

**£11,999**

plus VAT

**Number available: 1**

## After the event:

- Lead positioning of your corporate identity on all post event material and coverage.
- Delegate data (subject to third-party opt-in).
- Event photography provided.



# Topic Partner

Position your organisation as one that not only understands the importance of the topics this year's conference will cover, but as one who is actively supporting their implementation within the workplace.



## Before the event:

- Placement of your corporate identity within the extensive publicity programme.
- Secondary feature within the event programme.
- Feature on event website.

## During the event:

- **Topic promoter** – Demonstrate your organisation's public pledge to EDI by becoming the promoter of a given topic featured in our learning and innovation sessions.
- **Panel discussion seat** – further exhibit your organisation's EDI expertise and commitment.
- **Large exhibitor stand** – your choice of location.
- **Tickets** – 3 included for your colleagues.
- **Reserved seat allocation** – 3 seats across the learning and innovation sessions.
- **Venue branding** – Secondary positioning of your corporate identity throughout the venue.
- **Branded material** – Secondary positioning of your corporate identity on delegate badges, event slides and agenda screens.



Package:

**£5,499**

plus VAT

Only 2 packages left.

## After the event:

- Inclusion of your corporate identity on all post event material and coverage.
- Delegate data (subject to third-party opt-in).
- Event photography provided.



# Networking Partner

Be the catalyst that will enable our delegates to forge lasting connections and help drive impactful conversations at the WISE Conference 2024.



## Before the event:

- Feature within the event programme.
- Feature on event website.

## During the event:

- **Interactive exhibit** – Host a personalised interactive display throughout the event.
- **Welcoming remarks** – open either our networking lunch or afternoon networking reception.
- **Large exhibitor stand** – your choice of location.
- **Tickets** – 3 included for your colleagues
- **Reserved seat allocation** – 3 seats across the learning and innovation sessions.
- **Venue branding** – Placement of your corporate identity throughout the venue.
- **Branded material** – Placement of your corporate identity on delegate badges and agenda screens.

## After the event:

- Inclusion of your corporate identity on all post event material and coverage.
- Delegate data (subject to third-party opt-in).
- Event photography provided.

Package:

**£3,999**

plus VAT

Number available: 2

# Premium Exhibitor

Offering the perfect opportunity for your organisation to showcase your offering and to establish new connections, via face-to-face customer engagement with EDI professionals and prospective talent.



## Before the event:

- Company profile within the event programme.
- Feature on event website.

## During the event:

- 8sqm exhibiting space.
- 1 table included (180cm x 75cm), with black tablecloth.
- 2 delegate passes.
- Printed place cards displaying your company's name and logo, with a QR code link to the page or document of your choosing.
- 55" 4K screen, with wheeled stand and HDMI (additional charge: £295).
- Wi-Fi access.
- Access to power.



## After the event:

- Delegate data (subject to third-party opt-in).
- Event photography provided.

Package:

# £2,999

plus VAT

**Number available: 19**

# Exhibitor

Providing a clear and cost-effective way to establish your organisation at the event, whilst maintaining direct interaction with the potential clients and industry peers in attendance.



## Before the event:

- Company profile within the event programme.
- Feature on event website.

## During the event:

- 4sqm exhibiting space.
- 1 poseur table (60cm in diameter), with black tablecloth.
- 1 delegate pass.
- Printed place cards displaying your company's name and logo, with a QR code link to the page or document of your choosing.
- Wi-Fi access.

## After the event:

- Delegate data (subject to third-party opt-in).
- Event photography provided.

Package:

**£1,999**

plus VAT

**Number available: 6**



# The audience

## Usher in change by bringing your network and colleagues to the WISE Conference 2024.

WISE's mission has always been to bring greater parity to women working in STEM, but to do this we need to reach across industry and gender lines. Only by promoting wider involvement from colleagues, regardless of their gender, can a fairer and more inclusive workforce be established for everyone.



## Who will attend, and why?

Whether they are: a business looking to learn how to effectively develop and support women in the workplace; women looking to work for an inclusive employer; or an individual who wants to learn how to be a more inclusive-minded colleague – this year's WISE Conference will offer all in attendance the opportunity to help lead the way in fostering inclusive working environments through equitable practices.

“I would like to issue a challenge to all of you in attendance this year. This challenge is, for all of you to bring one male colleague or person from your network to our conference in 2024. Help us stand up to the challenge by putting allyship on your business's agenda.”

**Steve Fox**

Former Non-Executive Director at WISE





# Conference tickets

Learn how to build an inclusive workplace through inspiring speeches, forward-thinking debates, innovation and learning sessions, our WISE Ideas Exhibition and much more. Come and join the conversation!



This event is open to all, whether your organisation is a member of WISE or not. WISE encourages anyone, regardless of membership, EDI maturity, role, experience and gender to come and take part in this event.

## Non-Members

Single Ticket: £99.00

Groups Ticket (5 for 4): £79.20 each

## Online Members (10% discount)

Single Ticket: £89.00

Groups Ticket (5 for 4): £71.20 each

## Active Members (15% discount)

Single Ticket: £84.00

Group Ticket (5 for 4): £67.20 each

## Students

Single Ticket: £49.00

Groups Ticket (5 for 4): £39.20 each

*Please note: All ticket prices exclude VAT and are subject to a booking fee.*

**BUY TICKETS**

Should you wish to make larger group bookings, or if you have any questions please contact our Events Lead, Hannah Hawksworth at [h.hawksworth@wisecampaign.org.uk](mailto:h.hawksworth@wisecampaign.org.uk).





# Conference

# 2024

16 October  
IET London:  
Savoy Place



## Contact us:

To enquire about partnering with the WISE Conference 2024 or to discuss any of the partnership opportunities, please contact:

### Katherine Watson

New member enquiries and partnership opportunities

[k.watson@wisecampaign.org.uk](mailto:k.watson@wisecampaign.org.uk)

07785 864 839

For any other queries please direct your enquiry to:

### Hannah Hawksworth

Event enquiries

[h.hawksworth@wisecampaign.org.uk](mailto:h.hawksworth@wisecampaign.org.uk)

### Jack Painter

Products and Services enquiries

[j.painter@wisecampaign.org.uk](mailto:j.painter@wisecampaign.org.uk)

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Please follow, share and tag





## WISE Campaign

WISE Campaign is a not-for-profit CIC which exists to deliver women-centred equity, diversity and inclusion solutions for the STEM sectors. We support our partners to achieve gender parity and benefit from better productivity, innovation and business performance.

We work with major UK organisations to improve their gender balance and are open about the economic and business benefits of doing so. WISE offer exclusive membership support to over 100 organisations through events, webinars, workshops and training.

For more information, please visit us at:  
[www.wisecampaign.org.uk](http://www.wisecampaign.org.uk)

