



IAMCPC Women In Technology (WIT)

2017

IAMCPC Women in™
Technology

Start your own local WIT community

If there's no community nearby you can join us by starting your own. All it takes is a desire to empower women in technology

1. Designate a female chairperson from your local IAMCP chapter and put together a steering committee of 3-5 women
2. Plan a brainstorming session to establish goals in line with overall WIT mission and for the next 12 months
3. Reach out to your IAMCP WIT regional lead for guidance and tips on scaling activities locally
4. Hold regular meetings
5. Recruit new members



Create a presence

- Reach out to other IAMCP WIT communities and local women's technology groups
- Schedule and advertise consistent local events on the IAMCP.org website
- Create a digital presence through social media, keeping in mind the overall IAMCP WIT digital strategy
- Follow #IAMCPWIT on Twitter for the latest news and announcements
- Join the Women in Technology LinkedIn Group
- Participate in the monthly global community call



Run a community

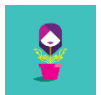
- Include educational topics for meetings and events
- Be consistent in scheduling and advertising local events
- Develop strategic partnerships with other local WIT oriented groups
 - Engage in global activities
 - Attend Inspire Conference WIT events
 - Join MeetUp to connect with other women in your local community
- Include Microsoft employees on your board and invite them to your meetings



Best Practices



International Association of
Microsoft Channel Partners



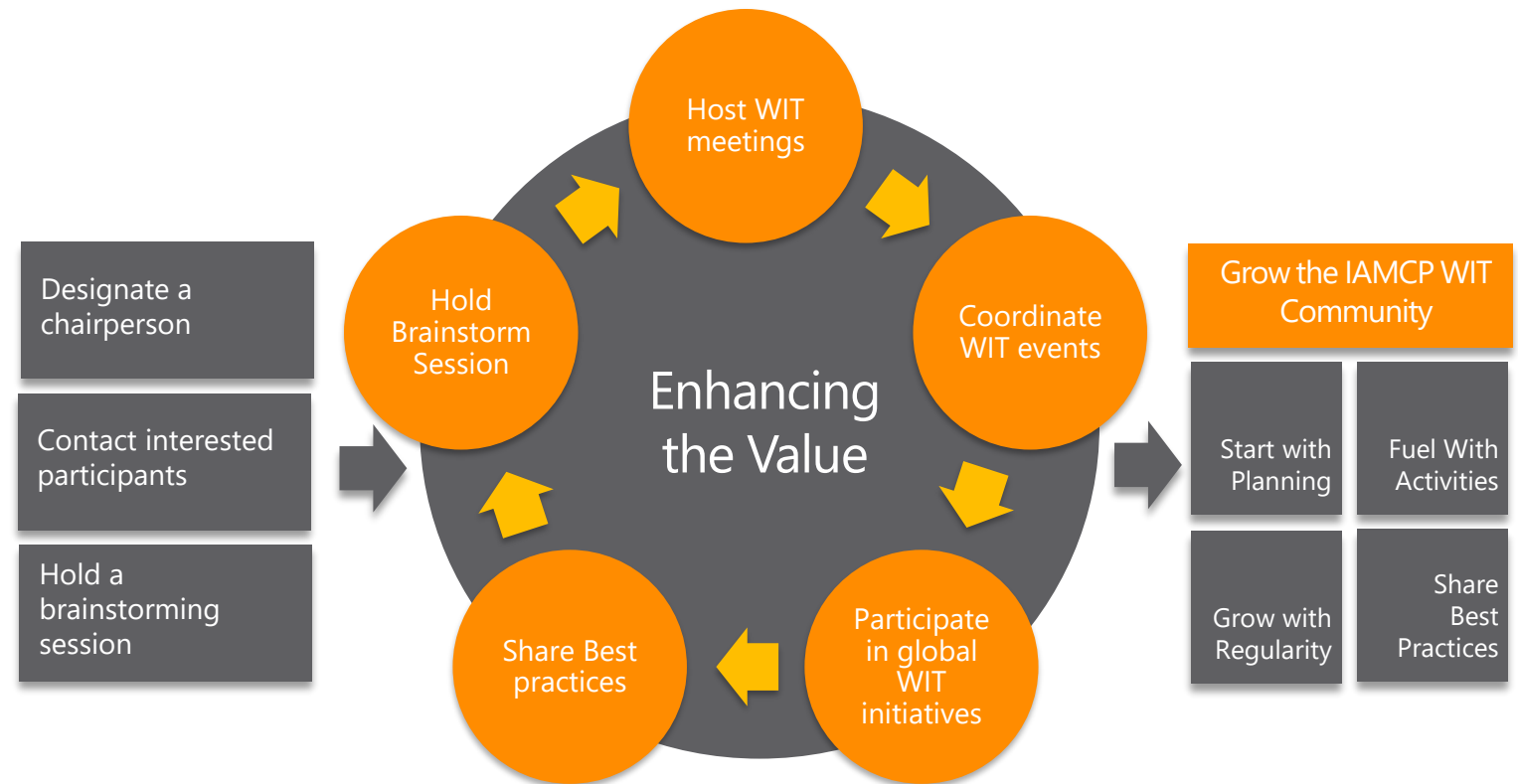
DigiGirlz



- Utilize social media to publicize IAMCP WIT events and establish a digital community
- Attend IAMCP WIT events at Inspire
- Expand WIT in local IAMCP chapters by gathering best practices from WIT communities globally
- Share content with fellow IAMCP WIT chapters
- Establish IAMCP WIT meet-and-greets to network with others
- Make strategic connections with groups such as: Students to Business, YouthSpark, DigiGirlz, WITI (Women In Technology International), Gates Foundation, Vault

Top 5 Key Tips

1. Start small. Make sure you can commit to your plans
2. Establish a focus for your local community that relates to the overall IAMCP WIT mission and vision
3. Let your community evolve organically based on the interests of your members
4. Create a local plan that is personally rewarding and achievable for you and the women in your community
5. Publicize your events through your social media networks to increase attendance



A special note on membership

It is of critical importance that IAMCP WIT leaders at international, regional, and chapter levels maintain their annual IAMCP memberships, and women from Microsoft Partner organizations are recruited to join IAMCP if not already members.

We also extend an open invitation for non-members to attend and participate in meetings and events. Experience shows us that encouraging this inclusive approach leads us to our ultimate goal which is to empower women around the world to pursue and advance IT careers, and that IAMCP is confirmed as a community which heavily influences and accelerates that goal.



Join IAMCP WIT today!

Thank you