

FALL  
2019

Putting career  
opportunities  
in Business and  
STEM on the  
radar for young  
women.

Calgary | Toronto

**WCMSHEBIZ**

# BE PART OF THE SOLUTION

WCM's Corporate Champions share our vision and urgency for accelerating gender diversity in the workplace. Our partners recognize the business case for having more women in leadership roles and support our advocacy efforts to drive change and develop the talent pipeline of future female leaders. Show your firm's commitment to increasing the number of women working in the industry and advancing women into senior leadership roles in their organizations and our economy and join us in our efforts to drive change for good.

**Partner with us and join the movement to leave gender parity as a legacy to the next generation.**

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# WCM SHEBIZ

## Introducing Young Women to Careers in Business and STEM



**SheBiz** is a free day-long event for girls in grade 9 – 11 that offers unique access to business and STEM leaders and exposure to diverse and exciting career opportunities available to women in these fields.

Statistics Canada reports that female high school students receive better high school grades in science, technology, engineering and math than their male peers, but that females are less likely to enroll in those programs in university than their male counterparts. While there are many reasons for women self-selecting out of these career paths, included in these factors are lack of access to female role models as well as the information gap – young women need to be informed of the opportunities available for them.

As female students begin to make important decisions that will impact the direction of their education, such as course selections and applying for post-secondary studies, WCM's SheBiz aims to educate female high school students about the exciting and rewarding careers in STEM and Business, and aims to inspire them to enroll in the necessary math and other courses required for post-secondary education.

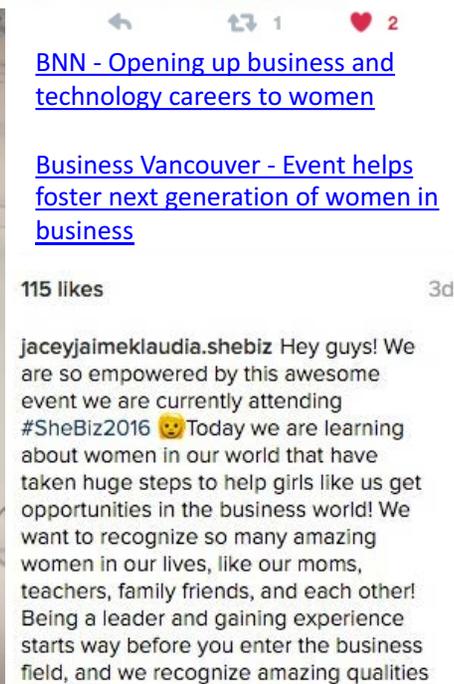
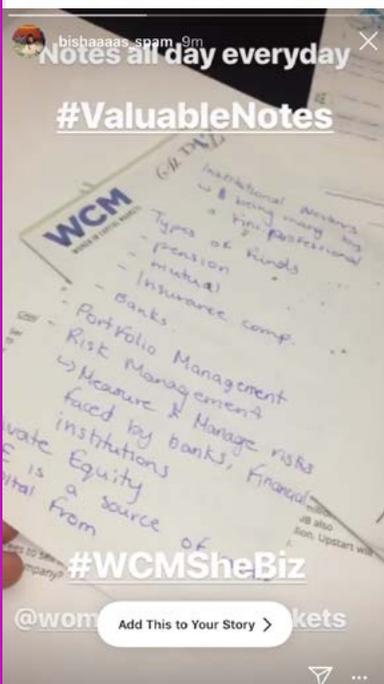
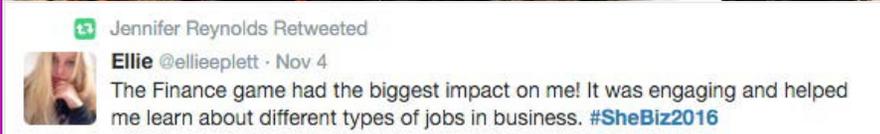
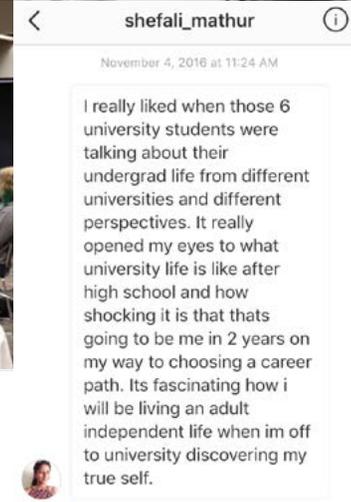
Now entering its eighth year, WCM SheBiz continues to experience overwhelming demand. Our 2018 Shebiz Toronto sold out in 15 minutes, with 350 registrants and a waitlist of more than 260 students. Each year, SheBiz has garnered significant media attention, including front page coverage in the Toronto Star business section, as well as coverage from BNN, Business Vancouver, CBC, The Night Side and many local outlets.



## SPONSORSHIP BENEFITS SUMMARY PER CITY

		PRESENTING SPONSOR \$15,000	CORPORATE SPONSOR \$5,000
ON-SITE	Event naming rights - "WCM SheBiz" presented by "Your Company";	✓	
	Booth at SheBiz;	✓	
	Dedicated speaking opportunity at SheBiz (5 min);	✓	
	One panelist speaking opportunity in your city;	✓	
	Invitations for your company representatives to attend SheBiz;	10	2
	Company name included in any media communications pertaining to SheBiz of your city;	✓	
	On-stage verbal recognition at SheBiz;	✓	✓
	Public recognition for accelerating women in STEM and Business;	✓	✓
	WCM membership for 2 employees.	✓	
<b>* Presenting Sponsors will receive the most prominent logo exposure opportunities listed below, and recognition as "Presenting Sponsor".</b>			
DIGITAL	Website: Prominent logo and link on the SheBiz event page of your city of the WCM website for the duration of the academic year;	✓	
	Prominent logo placement on all event marketing material, including event invitations, reminder emails and post-event emails of your city;	✓	✓
	Logo on all event print collateral of your city, including prominent placement on signage, agendas and worksheets;	✓	
	Dedicated thank you slide on-screen with company logo (of your city);	✓	
	Thank you slide on-screen with company logo with other Corporate Champion logos (of your city);	✓	✓
	Recognition in WCM's general marketing and organizational materials, including but not limited to: presentations to sponsors and members;	✓	✓
	Social media: promotion on sponsorship confirmation for your city's SheBiz.	✓	✓

\* Some sponsorship funds may be allocated towards other WCM Student initiatives, including Job Shadow Day.



” There are so many career options out there. Some that we aren't aware of. *SheBiz* brings so many possibilities to life.

2015 SheBiz Participant

# SHEBIZ FAST FACTS

SheBiz has been running **since 2012.**

SheBiz has been hosted in **Toronto, Calgary, Montreal, Vancouver and Victoria.**

SheBiz has reached **more than 6,000 female students.**

In 2018, SheBiz Toronto sold out **in 15 minutes.**



Past SheBiz sponsors:



# CURRENT SNAPSHOT: WOMEN IN STEM

STEM disciplines are at the forefront of today's economy and are a driving force in shaping our future. Our national and global economies are becoming more and more dependent on business and STEM-related knowledge, and are projected to pay increasingly higher wages for this expertise, compared to other occupations.

The persistence of low female representation in these industries will bear incredible economic cost with time. We must leverage our entire talent pool if we are to fully access our collective potential.

**It's time to accelerate women's participation in STEM.**

For more info on women in STEM:

[Canada-United States Council for Advancement of Women Entrepreneurs and Business Leaders. Increasing the Number of Women in Science, Technology, Engineering and Math \(STEM\). 2017.](#)

[TD Economics. Women and STEM: Bridging the Divide. 2017.](#)

Employment in STEM fields is expected to surge by

# 17%

Women in STEM jobs earn

# 35% more

than their counterparts in non-STEM employment<sup>(1)</sup>

Women still make up

# less than 25%

of employment in STEM occupations

<sup>(1)</sup> Canada-United States Council for Advancement of Women Entrepreneurs and Business Leaders. *Increasing the number of women in science, technology, engineering and math (STEM)*, p. 2.

## BARRIERS AFFECTING WOMEN'S PURSUIT OF STEM CAREERS

### CONSCIOUS AND UNCONSCIOUS BIASES

Female students may still perceive these industries or roles as being better suited to men. SheBiz challenges these stereotypes by showcasing female professionals who are proof to young women that it is possible for women to be successful in these fields.

### LACK OF AWARENESS OF STEM & ITS OPPORTUNITIES

An information gap exists and female students are not informed of the different career opportunities available to them within these industries. SheBiz closes the information gap by illuminating many different and exciting career opportunities in these fields and outlining a clear path on how to get there. SheBiz also highlights the importance of female participation in STEM fields and the impact it will have on our collective future.

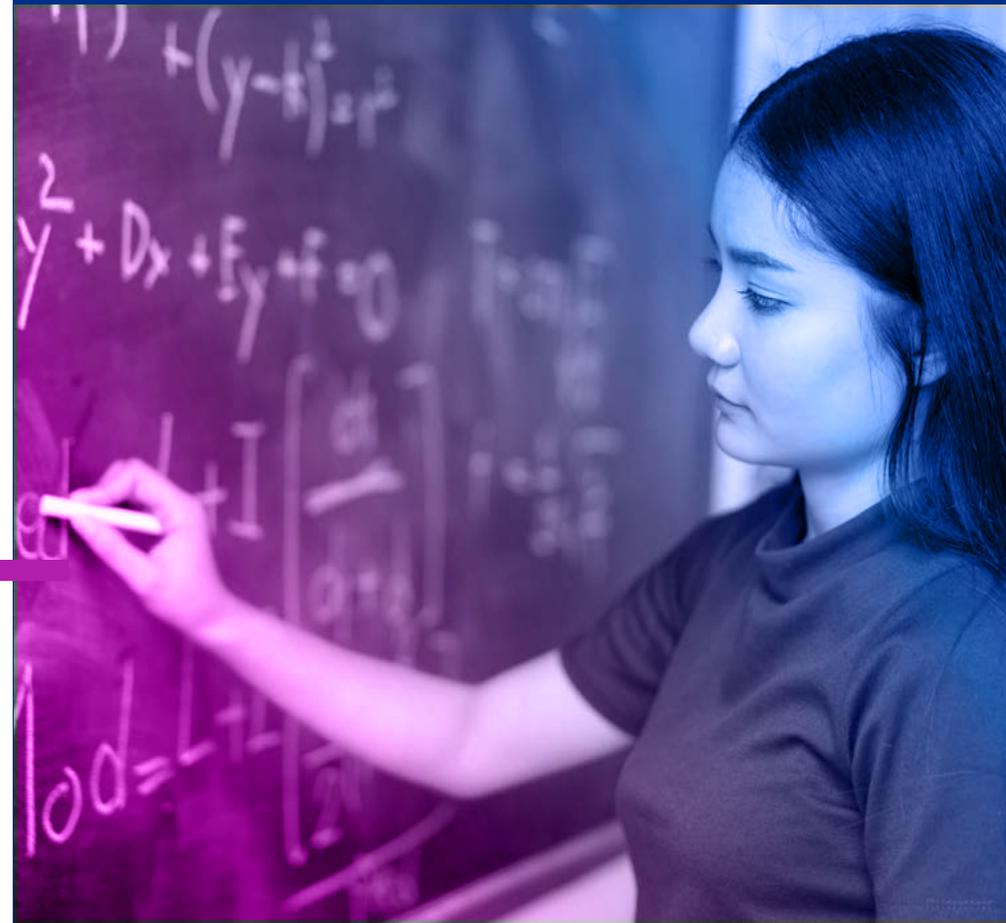
### LIMITED ACCESS TO ROLE MODELS AND MENTORS

By celebrating and showcasing successful females in STEM and providing links to mentors, SheBiz aims to inspire more young women to pursue these careers.



**You cannot be what  
you cannot see.**

Reshma Saujani  
Founder and CEO of Girls Who Code



**SHEBIZ** aims to help foster the next generation of women in business and STEM, and encourage them to aspire to leadership positions.

# MEDIA HIGHLIGHTS

<a href="#"><u>WCM SheBiz Calgary</u></a>	<b>BT Calgary</b>	Sep. 12, 2018
<a href="#"><u>SheBiz Toronto: Inspiring young women to pursue careers in business and STEM</u></a>	<b>BNN</b>	Nov. 6, 2017
<a href="#"><u>Conference inspires young women to consider careers in male-dominated fields</u></a>	<b>CBC News</b>	Nov. 6, 2017
<a href="#"><u>SheBiz Vancouver</u></a>	<b>CityTV</b>	Nov. 6, 2017
<a href="#"><u>SheBiz at St. Margaret's School to expand horizons</u></a>	<b>Times Colonist</b>	Nov. 14, 2017
<a href="#"><u>Why we need to encourage young women to pursue careers in Business and STEM</u></a>	<b>Roundhouse Radio - Business in Vancouver</b>	Oct. 30, 2017
<a href="#"><u>SheBiz Calgary - Many Career Options For Young Women</u></a>	<b>Breakfast Television Calgary</b>	Sep. 8, 2017





**We simply cannot afford to have half of our population and labour force not participating in innovative developments that are shaping and driving our future, such as artificial intelligence. We need our entire talent pool in order to access the highest degree of creativity and diversity of ideas.**

**SheBiz provides clear evidence to young women on the power and importance of choosing an academic path that includes STEM. These young women hold the potential to be a crucial pipeline for the labour force of tomorrow, narrow the gender pay gap and provide role models for the future.**



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**Camilla Sutton,**  
President & CEO,  
Women in Capital Markets

# ABOUT WCM

## Accelerating the progress of gender diversity across the financial industry in Canada.

With more than 2000 members, WCM is the largest network of professional women in the Canadian financial sector and the voice of advocacy for women in our industry. WCM is committed to the advancement of women in the capital markets and to accelerating gender diversity across Canada's financial industry. We work with our partners, members and the broader public to promote initiatives that successfully increase the economic empowerment of women and move the dial on women's representation and impact in the boardrooms and executive suites of corporate Canada.

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