



Women Being

**2nd International Interdisciplinary Conference
on Gender Studies and the Status of Women
(WomenBeing Conference)**

Sponsorship Opportunities

WomenBeing invites you to become a partner in our mission to support women across the world, who are researching and working in fields related to women's rights, and who struggle to make their voices heard internationally. We are an alternative to mainstream women's magazines and a connection to lived experience in intersectional equalities between our conferences.

Between 8 and 11 March 2020, our 2nd International Interdisciplinary Conference on Gender Studies and the Status of Women will take place at Queen Margaret University in Edinburgh. This year, conference delegates will hear from inspirational speakers and researchers from across the globe, and can build skills and contacts through practical workshops and networking opportunities. We're also excited to introduce a cultural programme featuring films, music, digital photography and a walking tour.

We're building on the success of our first conference, which took place in October 2017. It brought together 93 delegates including academics, social workers, policy workers and more - as well over 1,000 online viewers who streamed the conference via our YouTube channel. So far, we've built a network of 13 research members from 10 different countries, and a community of more than 3,000 followers on our social media accounts.

We promote international collaboration between researchers and workers from developing countries and Scotland by providing opportunities to publish with us, build skills and expertise, and create a network for research collaborations.

Together we can tangibly strengthen the knowledge, education, and capacity-building of people working on issues affecting the lives of women everywhere.



Find more about the conference programme on our *website*.

Why should you support the WomenBeing conference?

By supporting our conference as a corporate sponsor, you can:

- Strengthen your brand - by actively supporting and embracing international women's rights and gender equality. With a focus on solutions and actions, our conference will feature the latest news, data, and research on efforts to improve the world for girls and women — as well as connected issues such as education, economics, climate change and eradicating poverty.
- Showcase your brand - to our international delegates and online community. Our conference was attended by delegates from across the globe and people from over 150 countries currently visit our website. We've got plenty of options for you to showcase your brand to our international audience - you can exhibit at the conference, speak at conference panels or workshops, feature your branding on our website and digital and printed magazines or offer in-kind support (like providing raffle prizes, goodie bag items or food / refreshments).

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... A phenomenal conference. I look forward to the next one.
Sonal Mohapatra, U.K.

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I would like to congratulate you for organizing such a successful event. All the very best for all your future projects. I would love to be remain part of WomenBeing.
Sadia Huda, India

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We are delighted to welcome this conference to Queen Margaret University and indeed to be working with WomenBeing. Equality, social enterprise and the development of impactful research are key values at Queen Margaret University and this conference crosses academic disciplines to focus on those social values that underpin our research, learning and teaching and community engagement.
Professor Claire Seaman, U.K.

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I really enjoyed the conference, thank you very much. The content discussed and the organisation was great!
Regine Gramhl, Germany

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A huge thank you to you, and all your team for hosting such a wonderful conference. You did a fantastic job of bringing so many interesting women together to talk about a really diverse number of topics. Thanks for allowing me to be part of it!
Dr Lorna Hill, U.K.

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I found (the conference) so interesting and really inspiring. You did a really great job in bringing together a very diverse range of speakers.
Jane Mansour, UK

What impact does the conference have on the lives of women?

WomenBeing was included in an **article by the Independent** as one of the most inspiring feminist events around the world making a positive difference for women.

Harvard Business Review published on this topic. The researchers looked at the impact of attending a women's conference on the lives of the women who went along.

They found that:

- the women who attended the conference were twice as likely to get a promotion the year after the event
- attendees were three times more likely to receive a pay rise (of 10% or more, too – we're not talking peanuts)
- 71% of those attending said they felt “more connected to others” after the conference. And this matters - the report's author, Shawn Achor, found that “the greatest predictor of success and happiness is social connection”. With your help, WomenBeing will have a bigger impact in the lives of the women attending our conference, and consequently, in the lives of the people supported by their work.



How will we spend the money we get from sponsorships?

WomenBeing is known by academics, practitioners and researchers from over 150 countries. They value the power of the conference as a tool to share knowledge and ideas about gender equality and women's rights across the world. However, many of them can't afford to pay the registration fees or get accommodation to join us in Edinburgh - that's why any monetary contributions we receive will be used to help to cover these kinds of expenses that delegates have when travelling to Scotland to attend the conference. We need your help to enable more women to join our conference, and help us to position Scotland as a hub for gender equality, while democratising the knowledge and good practices on the topics of the event.

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Thank you for a great experience, the conference was really impressive. For me personally the greatest impact was in the quality of keynote speakers, diversity of viewpoints on gender equality topic and getting personal insights from all over the world. Thank you!
Irina Ogurtsova, Iceland

“
...a fantastic conference. I really thought our entire panel was terrific and I found many of the talks to be eye-opening...
Thanks again!
Dr Lisa Avalos, U.S.A.

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It was such a privilege. There is nothing I love more than being able to share ideas with a room full of like-minded people... so thank you for the opportunity of allowing me to do what I love... This is sisterhood so keep going - you have my support all the way!
Verostina Antwi, U.K.

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...Such an engaging and uplifting conference - it really was a delight to be there.
Dr Emma Rees, U.K.

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Thank you once again for organising such a wonderful conference that provided me this amazing platform for my work.
Ilisha Mehta, India

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It was amazing... such a wonderful, historic conference. Your contribution was immense. I congratulate (you) again. It is promising you will be able to work for further important and meaningful things as a social entrepreneur.
Professor Claire Dr Kimiko Abe, Japan

Why is feminist research important, and what will we do with it?

A classic answer is that it is research done by, for, and about women. Another is that "feminist researchers produce feminist research" (Robbins, 1996, p. 170).

Methodologically, feminist research differs from traditional research. It actively seeks to remove the power imbalance between research and subject; it is politically motivated in that it seeks to change social inequality; and it begins with the standpoints and experiences of women. A wide range of methods, both qualitative and quantitative, are available to feminist researchers. Instead of focusing on which type of research is better, it makes more sense to allow the context and purpose of the research to guide the choice of research tools and techniques. There is no one method or strategy for feminist research. The particular situation or context should guide the methodological choices, instead of having a trust in the method as appropriate for every context and situation (Greaves et al., 1995, p. 334).

After the conference, we will produce the second edition of our Feminist Perspectives magazine, which will include selected research presented at the conference as well as interviews, articles, poetry and art - a diverse range of content which reflects the diverse international feminist perspectives we seek to share.

We will also create an online library for international feminist research which will make research and other resources available for research scholars, researchers, and practitioners from across the globe. It will help to democratise and exchange the knowledge and good practices developed by individuals and organisations around the world, supporting international women's empowerment.



Sponsorship Opportunities

We've put together a range of sponsorship packages which are full of opportunities, allowing you to maximise your investment.

1
£250

- Advertising in the conference programme - a half page advert.
- Advertising in the digital magazine and printed magazine - a quarter page advert (the magazine will be widely distributed at educational institutions, libraries, bookshops, and other relevant locations in Scotland).
- Branding - your logotype added to the 'Sponsors and Partners' section of the WomenBeing site - you'll be added as a Partner, with a link to your site.
- Social media - promotion through our Facebook, Twitter, and Instagram channels.
- Merchandising - the opportunity to distribute your own publicity materials and/or merchandising at a stall in the conference venues, as well as in goodie bags that will be distributed to the delegates.

All the benefits included in package #1 with half page advert, plus:

- Commendation as a conference sponsor in all press releases - (our press releases will be sent to all relevant local and national publications, including newspapers, magazines, and other arts-related publications, eg The Herald, The Scotsman, The Evening News, Metro, Sunday Times, The Guardian, Independent, The List and The Skinny).
- One complimentary ticket for the conference, to attend as a speaker or a listener or to run a workshop.

2
£500

3
£750

All the benefits included in package #2 with one-page advert, plus acknowledgement as a sponsor - we'll thank you in the conference's opening speech and include your logo on a holding slide projected before the sessions and during panel discussions.

All the benefits included in package #3 - but we'll place your advert on the inside front page of both the conference programme and the magazine (both digital and printed versions), for maximum exposure.

4
£1,000

*Thank you
for your support!*

Get in touch

If you wish to sponsor this conference, please email Monica Martins on info@womenbeing.co.uk or call us on **+44 (0)800 689 0629**.

www.womenbeing.co.uk

