

Community Engagement Guide



Original Publication Produced October 1, 2017- Following BPW Ontario Provincial Conference
Women's Economic Empowerment Community Engagement Guide Workshop
Sheila Crook – ver4.2022

Women’s Economic Empowerment (WEE) Community Engagement – Why Now

Defining Principles of Community Engagement & Building.....
Benefits of Women’s Economic Empowerment.....

Steps to Conducting a WEE Community Event

Establish your WEE Event Planning Committee.....
Your Goals and Level of Engagement.....
Putting your WEE Event & Community into Context.....
Who should you engage?
 Content Experts.....
 Context Experts.....
What Engagement Techniques should you use?
Create your Engagement Plan.....
Sponsorship, Outreach and Promotion.....
Program & Event Activity Design.....
Event Implementation.....
Follow-up & Event Debriefing.....
 Engagement Challenges, Vulnerabilities and Outcomes.....

Appendix/Worksheets

- WEE Event – Why Now/Goal Setting
- WEE Event – Level of Engagement
- WEE Event – Who & Techniques
- WEE Event – Planning & Evaluation

Appendix/Sample Resources

- Sample Sponsorship Levels
- Sample Promotional Flyer
- Event Introductory Letter
- Panelist Preparation
- Sample Event Implementation Plan
- Sample Event Budget
- WEE Community Event – Program Tips for Success
- WEE Community Event – Sponsorship, Promotion and Facility Tips for Success
- Shifting In-person Events to a Virtual or Hybrid Format
- Resources and Acknowledgments

Women's Empowerment – Why Now?

A growing body of evidence is driving the business case for women's economic empowerment, diversity and inclusion in Canada and momentum is building as multiple cross-sector initiatives gain traction. Much has changed since The Canadian Federation of Business and Professional Women, (BPW Canada) was first introduced to The Women's Empowerment Principles (WEPs), a joint program by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women).

Based on lessons learned from the BPW Canada WEPs awareness campaign a broadened **Women's Empowerment Strategy** was created with the support of the UN Women and UN Global Compact Women's Empowerment Team. It was clear that government at all levels and business of all sizes in particular small business owners the economic engine in Canada could benefit from applying the women's empowerment guiding principles (WEPs). In addition, the expanded approach included reaching out to business associations, labour, civil society, MUSH organizations (municipalities, universities, colleges, schools and hospitals) and community service organizations. Building understanding and forming partnerships for equality across these organizations, with government and the private sector was deemed essential to create an inclusive and economically viable Canada.

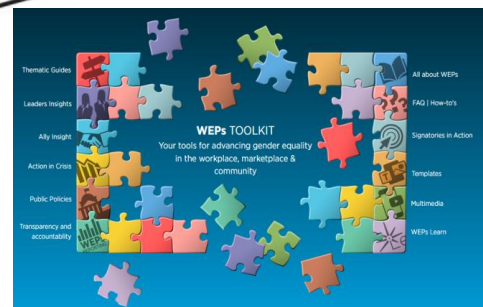
The Canadian Coalition to Empower Women (CCEW)

Spearheaded by BPW Canada the CCEW was created to promote understanding and collaborative partnerships across stakeholders committed to advancing gender equality.

Today the emboldened WEPs seven steps are joined by a host of emerging global and national initiatives to provide companies, government and civil society guiding principles, tools and resources to empower women in all their diversity in the workplace, market place and community.

For a better post-COVID world the CCEW and BPW Canada has elevated its collective efforts to accelerate our recovery. As a Generation Equality Commitment Maker, and supporter of the national 50-30 Challenge, we recognize the power of these initiatives and continuing to leverage the seven WEPs Principles to achieve the 17 Sustainable Development Goals (SDGs).

We Support



SUSTAINABLE DEVELOPMENT GOALS



We are pleased to bring together the **innovative private sector** with **visionary labour and community organizations** and **government leaders** to build sustainable economies, establish more stable and just societies and improve the quality of life for all women, men and their families in communities across Canada.

All stakeholders are invited to build local, provincial and national partnerships for collaborative sustainable business practices and inclusive community development. These partnerships promote the benefits of Inclusion, Diversity, Equity, Access and Solutions (IDEAS) for gender equality through [signing moments](#), recognition and award events, sharing best practices and hosting Women's Economic Empowerment Community Building initiatives.

To learn more, check out the tools and resources on the [CCEW.ca website](#). Explore the [WEPS](#), [UN Women's empowerwomen.org](#), [Generation Equality](#), [Global Compact Network Canada](#) and national [50-30 Challenge](#).

Community Engagement & Community Building Defined

Community Engagement: Is a growing trend in municipalities to invite community members to contribute their ideas and knowledge to service, programs and policy development. When well done it promotes timely and meaningful participation in setting civic policies, decision-making, program development, and service delivery. It ensures the potential for well informed decision-making and builds trust between the city and its residents.

Community Building: Can be a by-product of effective community engagement and is about relationship building, awareness and innovation through consensus, collaboration and purposeful high-impact action.

Who is the Community? The community is anyone who may have influence on or is affected by the issue, topic or initiative. In all cases it is recommended that a community engagement or building event include both content and context experts.

Content Experts: related to a women's economic empowerment community building event are individuals and leaders with specific knowledge, tools, and resources that can help to advance women's economic empowerment.

Context Experts: related to a women's economic empowerment are individuals from any stakeholder group with diverse lived experience. They experientially know the challenges, success and benefits of women's economic empowerment. It is critical to use an intersectional lens when forming your pool of context experts. Experts drawing upon experience from a wide range of intersecting identity factors, such as race, ethnicity, religion, age, socio-economic status and mental or physical disability to list a few will contribute to an engaging and enriching program. Attention to the fact that there is considerable diversity in how individuals and groups understand, experience, and express gender and that gender goes beyond biological (sex) and socio-cultural (gender) differences. Learn more about applying a GBA+ Gender-based Analysis Plus lens to your event planning at [Women and Gender Equality Canada GBA+](#).

Women's Economic Empowerment Community Building Events draw upon aspects from both community engagement and community building. It has the potential to shape programs and policy through the participation and sponsorship of government representatives at all levels. The local office of economic development, businesses of all sizes, labour and business organizations, not-for-profit associations and community service groups coming together to share experiences, learn from one another and strike partnerships to achieve common goals and shared benefits is what community engagement and community building is all about. It is from this rich source of lived experience within your own community that you will identify the **context expertise** your event will feature.

Your Women's Economic Empowerment event will also want to include **content experts**. BPW Canada continues to develop Women's Empowerment content experts and advocates throughout its network of clubs across Canada. It has cultivated much credibility and through alignment with UN Global Compact and UN Women Women's Empowerment team has built on lessons learned from the early WEPS awareness campaigns that lead to spearheading the launch the CCEW.

A host of evidence, research, resources and tools are posted on the [CCEW website](#) to support Women's Empowerment advocates to confidently advance women's empowerment within their sphere of influence. This guide provides some tips on conducting your Women's Empowerment community building event. Events that build on the insights from the early CCEW and WEPS signatories to the 50-30 Challenge and Generation Equality Commitment Makers can build collaborative partnerships to achieve women's economic empowerment in communities across Canada - one community at a time.

The Benefits of Women's Empowerment

Be an Industry Leader:

Higher performance indicators are reported by companies that cultivate a culture that respects and values the rich diversity of ideas and talents of both men and women across all levels of their organization.

Research in Europe, Canada and the United States suggests that companies with several senior-level women tend to perform better financially. Hiring and retaining women at all levels also expands an organization's pool of talent at a time when shortages are reported throughout industries.

The top-ranked companies on measures of organizational performance tend to have operating margins and market caps more than twice as high as those of the lower-ranked ones.

Companies with three or more women in top-management positions achieve higher scores for each criterion of organizational effectiveness than do companies with no women at the top.

* McKinsey and Catalyst research demonstrate the business case for a Women Empowered workplace.

Be an Employer of Choice:

Attract and retain the best talent by demonstrating that you provide all employees in your organization an equal opportunity for advancement, to engage in meaningful work and participation in important decision making.

Leverage the competitive advantage of the seven women's empowerment principles with your customers, suppliers and community.

Promote your commitment to creating an empowering workplace on your website, in recruitment or marketing and promotional material.

Celebrate Your Empowerment Endeavours:

Signatories to the Women's Empowerment Statements of support can honour employees, residents and community leaders. Recognize progressive policies and practices through internal achievement awards and acknowledgement in annual reports. Leadership Awards are also presented to businesses, communities and organizations that demonstrate their commitment to the advancement of women.

- Annual WEPs Leadership Awards presented by UN Global Compact and UN Women in conjunction with the Commission on the Status of Women in New York – since 2013.
- BPW Canada – National Women's Empowerment Signing and Recognition Events
- Women's Empowerment Leadership Awards at National Convention every two years
- Catalyst Annual Leadership Awards

Explore the [WEPS](#), [UN Women's empowerwomen.org](#), [Generation Equality](#), [Global Compact Network Canada](#) and National [50-30 Challenge](#).

To learn more contact empowerment@ccew.ca or go to the ccew.ca website

You are in good company! Let the planning begin....

Establishing your WEE event Planning Committee

Your planning committee can start out small and grow as you go, but like most committees it is helpful to have a point person, a chair or co-chairs to keep things moving. Collaborating with another group can also advance your planning efforts, while aligning yourself with one or more organizations from any of the three stakeholder groups can assist with outreach and ensure your event has broad representation, i.e.

- Economic Development
- Chambers of Commerce
- Downtown Business Association
- Diverse Women’s Organizations
- Municipal / Government Services
- Academia / Health or Community Service Providers to list a few.

Establish your WEE Event Goals *(Why Engage Now - Goal Setting Work Sheet-Pg.10)*

By asking yourself a range of questions about what you hope to achieve through your Women’s Empowerment Event you can clearly define goals that will guide your planning committee.

Determine your WEE event Level of Engagement *(Match your Goal & Level of Engagement-Pg.11)*

Considering your event goals you can determine the level of engagement you hope to achieve. Engagement can be seen along a continuum from wanting to inform, consult, involve, collaborate or empower.

WEE Community Engagement Continuum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and solutions	To obtain stakeholder feedback and analysis of alternatives and examples that demonstrate the challenges and benefits of empowering women	To work with stakeholders to ensure that their concerns and aspirations are clearly understood and examples of the benefits of women’s empowerment are shared	To build partnerships between and with stakeholders in each aspect of women’s empowerment and to make positive change through collaborative decision making from development to solutions	Lessons learned & tools/resource sharing to promote stakeholder led projects, help to set priorities and promote proactive decisions making at the community level.
STYLE	“Here’s what is happening”	“Here are some options, what do you think”	“Here’s a problem, what ideas do you have”	“Let’s work together to solve this problem”	“You care about this issue and are leading an initiative, how can we help?”

Source: Adaptation of the IAP2 Public Participation Spectrum/City of Peterborough community engagement guide by Tamarack Institute-2017

The continuum progresses from the left to right. So if you confirm your level of engagement is to EMPOWER, your event goals will include those outlined in all levels to the left of empower. Initiatives like the seven women’s empowerment principles (WEPs), SDGs, Generation Equality Action Coalitions, and 50-30 Challenge provide a range of supportive frameworks to inform, consult and involve. A Women’s Economic Community Building Event tends to lend itself to collaboration and empowerment by sparking proactive decision making in the workplace, marketplace and community.

Putting Women’s Economic Empowerment and your Community in Context






Once you have defined your goals and determined your desired level of engagement it is time to step back and look at your community with fresh eyes. Based on an assessment of previous, current and future events and activities related to women’s economic empowerment, you can determine specific stakeholder groups and individuals you will want to engage.

Who should you engage and what techniques to use? *(Who/Techniques Worksheet-Pg. 12)*

Asking a few questions at this early stage can help you target groups or individuals to serve as content and context experts. It will also assist in creating your promotional outreach list to extend a personal invitation to attend your event.

With your goals, level of engagement and brainstormed list of participants and potential attendees you are ready to determine the types of techniques best suited to your event.

WEE Community Engagement – Techniques – Workshop/Panellists

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
WORKSHOP/COMMUNITYFOURM	 <ul style="list-style-type: none"> To provide stakeholders with balanced and objective information to assist them in understanding the issue, alternatives and solutions. 	 <ul style="list-style-type: none"> To obtain stakeholder feedback on research, data findings and the practical application of the seven women's' economic empowerment principles. 	 <ul style="list-style-type: none"> To work directly with stakeholders throughout the event planning, implementation and follow-up to ensure that their concerns, ideas and aspirations related to the issue are consistently understood. 	 <ul style="list-style-type: none"> To partner with stakeholders in the event planning, implementation and follow-up to ensure ideas for action, opportunities for ongoing collaboration are supported. 	 <ul style="list-style-type: none"> Shared leadership of community-led information sharing, tools and resources to promote ongoing collaboration proactive community response.
	<ul style="list-style-type: none"> Generate new ideas Discuss the strengths & weaknesses of an idea or elaborate on an idea Prioritize & select ideas most suited to circumstance Transfer new ideas, skills lessons learned to promote women's economic empowerment within realm of influence 				

Workshops/Panel or Awards






A Workshop/Panel and/or awards type format is particularly well suited to a Women's empowerment event.

There are a number of other engagement techniques that can be used to enhance your program planning and promote your event. The techniques can also be incorporated directly into the implementation of your event.

Source: Adaptation of the IAP2 Public Participation Spectrum/City of Peterborough community engagement guide by Tamarack Institute-2017

Other Engagement Techniques *(Techniques Worksheet-Pg. 13)*

WEE Community Engagement Continuum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
ENGAGEMENT TECHNIQUES	 <ul style="list-style-type: none"> Website Email Videos Infographics Social Media Advertisement Posters/Flyers Information Hot Lines Presentations/ live streaming Expert Panel Displays/ Exhibits Site Visits Tours Media Coverage Public Meeting 	 <ul style="list-style-type: none"> Polls Voting Surveys Interviews Focus Groups Workshops Online Forums Social Media Discussions/ Town Halls Voice Mail Door-to-door Kitchen Table Talks Open Houses/ Pop-ups Comment boxes 	 <ul style="list-style-type: none"> Workshops Crowd sourcing/ Ideas/ideation Mapping Digital Storytelling Design Charrette Mind Mapping Visioning Scenario Testing Citizen Panels Hack-a-thons Participatory Budgeting WEPS Online Gap Analysis 	 <ul style="list-style-type: none"> Large Group Meetings Document Co-Creation Online Communities Open Space Working Groups/ Study Circles 	 <ul style="list-style-type: none"> Decision Making Citizen/Advisory Committees Citizen Juries Community Projects Asset-based Community Development Tool and Resource Access & Training Leadership Development

Consider what other engagement techniques you will need to use in your planning, promotion and follow-up. i.e. Social Media, Website and interview on public TV or Radio

Source: Adaptation of the IAP2 Public Participation Spectrum/City of Peterborough community engagement guide by Tamarack Institute-2017

Event Sponsorship & Promotion

There are many sponsorship opportunities available within your municipality. Conduct an online search and you will be surprised by the wide range of potential sources of funding.

BPW networks have access to W.O.R.K sponsorship of up to \$500. Many businesses are committed to corporate citizenship if you check out your business networks and review their vision, mission and values you will find those that are community-minded and open to partner and empower women. It is a good place to begin. Warm contacts are always the most successful, so ask your committee members for leads.

Establish your sponsorship levels and provide a wide variety of ways to support the event. Draft a message that can be used in email, letter, telephone or face to face contacts. (*Sample Sponsorship Levels-pg.16*)

Program and Event Design & Implementation – (*Sample Program Pg.22-24*)

Based on your goals and level of engagement you can design your event program. Plan the program length based on your goals, target audience and time of day. A WEE event can take many forms. A sample event program that includes a panel discussion, recognition awards and community engagement participation is included for your review.

Follow-up/Evaluation and Debriefing (*Evaluation Worksheets-pg.14*)

It is important to consider how you will evaluate your community engagement event. You can incorporate an evaluation into the program planning and adjust it as you go. The evaluation techniques you select should be based on your overarching goals, the level of engagement and complexity of the issues involved. Things to consider include;

- Engagement Challenges
- Vulnerabilities
- Outcomes
- Recommended Improvements

Appendix

Worksheets

- WEE Event – Why Now/Goal Setting
- WEE Event – Level of Engagement
- WEE Event – Who & Techniques
- WEE Event – Planning & Evaluation

Sample Resources

- Sample Promotional Flyer
- Sample Sponsorship Levels
- Introductory Letter
- Panelist Preparation
- Why Now and WEPs Worksheet
- Sample Event Planning & Budget

APPENDIX/WORKSHEETS

- WEE Event – Why Now/Goal Setting
- WEE Event – Level of Engagement
- WEE Event – Who & Techniques
- WEE Event – Planning & Evaluation

Women's Economic Empowerment (WEE) Event Planning

Why Engage Now? – Goal Setting Work Sheet

To assist with determining the goals of your WEE Community Event consider the following statements.

Why hold a Women's Economic Empowerment Community Engagement Event in your community? Check any of the statements that apply. (✓)		
(✓)	Purpose/Goals	Thoughts/Comments
	To share/explain what women's economic empowerment is all about	
	To seek feedback on the benefits and challenges to achieving gender equality and promoting women's empowerment in our community	
	To engage talent and gain support to apply women's empowerment, gender equality, diversity and inclusion principles in their own sphere of influence and/or within the broader community	
	To garner support from community leaders in specific or all stakeholder groups i.e. 1. ___ Government, 2. ___ Business, 3. ___ Other *OTHER: Includes all other stakeholders, entities and individuals within what we define as a broad third sector. It includes civil society and not-for-profit organizations, business associations, labour organizations, Municipalities, Universities/Colleges, Schools and Hospitals, (MUSH) and any other private and public sector that is distinct from government or business.	
	To engage the community in a planning process specific to developing policy, programs or services related to promoting women's economic empowerment, gender equality, diversity and inclusion.	
	To engage the community in celebrating leaders within the community who have been successful in integrating one or more of the seven women's empowerment principles, or advancing gender equality, diversity and inclusion within their organizations' routine operations.	
	To provide the community with tools and resources to help advance women's economic empowerment, gender equality, diversity and inclusion.	
	To provide stakeholders interested in advancing women's economic empowerment, gender equality, diversity and inclusion a forum to build partnerships, collaborate and share best practices.	
	Other:	

Based on your selections summarize your WEE event key goals:

<ol style="list-style-type: none"> 1. 2. 3.
--

Women's Economic Empowerment (WEE) Event Planning
Level of Community Engagement Work Sheet

WEE Community Engagement Continuum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and solutions	To obtain stakeholder feedback and analysis of alternatives and examples that demonstrate the challenges and benefits of empowering women	To work with stakeholders to ensure that their concerns and aspirations are clearly understood and examples of the benefits of women's empowerment are shared	To build partnerships between and with stakeholders in each aspect of women's empowerment and to make positive change through collaborative decision making from development to solutions	Lessons learned & tools/resource sharing to promote stakeholder led projects, help to set priorities and promote proactive decisions making at the community level.
STYLE	"Here's what is happening"	"Here are some options, what do you think"	"Here's a problem, what ideas do you have"	"Let's work together to solve this problem"	"You care about this issue and are leading an initiative, how can we help?"

Source: Adaptation of the IAP2 Public Participation Spectrum/City of Peterborough community engagement guide by Tamarack Institute -2017

Consider your summarized Women's Empowerment Event goals on page 10 and determine which levels of engagement as defined above most reflect your intention. Is it primarily to inform or consult? or Do you wish to actually involve participants to promote better understanding and purposeful follow through? or perhaps it is to offer opportunities for ongoing collaboration and leadership for a proactive community response?

Place a check mark in the appropriate level of engagement for each of your goals.

Goal	Inform	Consult	Involve	Collaborate	Empower	Comments
#1						
#2						
#3						

Women's Economic Empowerment (WEE) Event Planning

Who Should We Engage? - Work Sheet

Considering the goals and level of engagement that you set for your WEE Community Event you can define your event and begin to brainstorm specific stakeholders you want to engage.

Who should we engage?	
Questions	Community Members/Stakeholders/Leaders <i>Government - Business - Other Organizations - Individual</i>
Who is directly impacted by the aims of this event?	
Who will be indirectly impacted?	
Who is already engaged or has contacted you about this issue?	
Are there existing community networks working on this issue?	
Who has unique skills, insights or resources to offer to your WEE community event? Content Experts Context Experts Other	
Who can exert power and/or offer support for your event?	
Who should be invited to ensure a balanced representation across the various stakeholder groups? (i.e. government, business, other...)	
Who do we need to approach to join our event planning committee?	

WEE Community Engagement Continuum



A panel discussion and/or a combination of women's economic empowerment presentation video and activities in a workshop format is one of the engagement techniques found to be well suited to a WEE community building event.

You may however, also use other community engagement techniques to support your WEE event. See next page for a list of additional techniques that may be incorporate into your event planning, implementation and follow-up activities.

Women's Economic Empowerment (WEE) Event Planning

What Techniques Should We Use? - Work Sheet

Based on your WEE event, goals and level of engagement consider if and/or how any of the Community Engagement Techniques outlined below will enhance your event. The engagement techniques used during your program planning may help promote your event. They may also be incorporated directly into of your event program or used as a follow-up activity.

WEE Community Engagement Continuum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
ENGAGEMENT TECHNIQUES	<ul style="list-style-type: none"> <input type="checkbox"/> Website <input type="checkbox"/> Email <input type="checkbox"/> Videos <input type="checkbox"/> Infographics <input type="checkbox"/> Social Media <input type="checkbox"/> Advertisement <input type="checkbox"/> Posters/Flyers <input type="checkbox"/> Information Hot Lines <input type="checkbox"/> Presentations/ live streaming <input type="checkbox"/> Expert Panel <input type="checkbox"/> Displays/ Exhibits <input type="checkbox"/> Site Visits <input type="checkbox"/> Tours <input type="checkbox"/> Media Coverage <input type="checkbox"/> Public Meeting 	<ul style="list-style-type: none"> <input type="checkbox"/> Polls <input type="checkbox"/> Voting <input type="checkbox"/> Surveys <input type="checkbox"/> Interviews <input type="checkbox"/> Focus Groups <input type="checkbox"/> Workshops <input type="checkbox"/> Online Forums <input type="checkbox"/> Social Media Discussions/ Town Halls <input type="checkbox"/> Voice Mail <input type="checkbox"/> Door-to-door <input type="checkbox"/> Kitchen Table Talks <input type="checkbox"/> Open Houses/ Pop-ups <input type="checkbox"/> Comment boxes 	<ul style="list-style-type: none"> <input type="checkbox"/> Workshops <input type="checkbox"/> Crowd sourcing/ Ideas/ideation <input type="checkbox"/> Mapping <input type="checkbox"/> Digital Storytelling <input type="checkbox"/> Design Charrette <input type="checkbox"/> Mind Mapping <input type="checkbox"/> Visioning <input type="checkbox"/> Scenario Testing <input type="checkbox"/> Citizen Panels <input type="checkbox"/> Hack-a-thons <input type="checkbox"/> Participatory Budgeting <input type="checkbox"/> WEPS Online Gap Analysis 	<ul style="list-style-type: none"> <input type="checkbox"/> Large Group Meetings <input type="checkbox"/> Document Co-Creation <input type="checkbox"/> Online Communities <input type="checkbox"/> Open Space <input type="checkbox"/> Working Groups/ Study Circles 	<ul style="list-style-type: none"> <input type="checkbox"/> Decision Making <input type="checkbox"/> Citizen/Advisory Committees <input type="checkbox"/> Citizen Juries <input type="checkbox"/> Community Projects <input type="checkbox"/> Asset-based Community Development <input type="checkbox"/> Tool and Resource Access & Training <input type="checkbox"/> Leadership Development

Source: Adaptation of the IAP2 Public Participation Spectrum/City of Peterborough community engagement guide by Tamarack Institute -2017

Identify possible persons on your event planning committee or community contacts to coordinate the implementation and use of the selected items according to your planning timeline.

Women’s Economic Empowerment (WEE) Event Planning

Evaluating your Community Engagement Event

It is important to plan how you will evaluate your community engagement event. Plan your evaluation and incorporate it into your program and adjust as you go along. Consider evaluation techniques that are based on your overarching goals, the level of engagement and complexity of the issues involved.

Things to consider in your evaluation: Did the event help to achieve your overarching goals? How did each of the engagement techniques used during event promotion, implementation and follow-up contribute to your goals?

It is recommended that you schedule a debriefing session immediately following the event so that you and your planning committee can explore both intended and unintended outcomes while the spirit of the event is fresh.

Regardless of whether you used a traditional event evaluation form or electronic feedback, compile and analyze the feedback and look for insights and potential improvements for future similar events.

It will be very helpful to establish key metrics and data sources related to your primary event engagement goals.

Goal	Anticipated Level of Engagement (see pg 9 & 10)	Key Metrics	Data Sources	Comments
#1				
#2				
#3				

Example:

Goal	Engagement	Key Metrics	Data Source	Comments
To promote understanding and awareness of the benefits of women’s economic empowerment, gender equality diversity and inclusion	Inform, Consult and Involve	Panelists able to assess progress toward 7 WEP’s, equality, diversity & inclusion goals	Presentation and workshop materials	
To engage diverse stakeholder, and equality-deserving groups in event activities and discussions	Collaboration	Three stakeholder and diverse range of equality- deserving groups participate	Representation/ participation list	
To establish and strengthen multi-stakeholder partnerships for impactful solutions	Empower	Relationships established	Follow-up events/activities	

APPENDIX/RESOURCES

- Sample Sponsorship Levels
- Sample Promotional Flyer
- Event Introductory Letter
- Panelist Preparation
- Sample Event Implementation Plan
- Sample Event Draft Budget
- WEE Community Event – Program Tips for Success
- WEE Community Event – Sponsorship, Promotion and Facility Tips for Success
- Resources and Acknowledgments

BPW BOWMANVILLE

Empowered Women Leading Business & Positive Change

In Our Community & Around the World...



Business &
Professional
Women

Women's Economic Empowerment Community Event – Sample Sponsorship Levels

PLATINUM SPONSOR (\$2,500)

As a Platinum sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.

- Top billing as the event Primary Sponsor on Event Sponsor Poster
- Presenting Sponsor acknowledgment on all event electronic mailings and communications
- Presenting Sponsor exposure on Event Program
- On site corporate display
- Recognition and corporate link on the BPW Bowmanville web-site and facebook page

GOLD SPONSOR (\$1,000)

- As a Gold sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.
- Event Program exposure as sponsor
- On site corporate display
- Recognition and corporate link on the BPW Bowmanville web site and facebook page

SILVER SPONSOR (\$500)

- As a Silver sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.
- Event Program exposure as sponsor
- Recognition on the BPW Bowmanville web site and facebook page

BRONZE SPONSOR (\$100)

As a Bronze sponsor your organization will receive exposure during the event.

- Event Program exposure as sponsor
- Recognition on the BPW Bowmanville web site and facebook page

GIFT IN KIND DONATION

In addition should a gift in kind manner of support be of interest, we would be pleased to discuss how you can best contribute to the success of this event. i.e. Advertisement/Promotion, Graphic Design, Printing, Refreshments, Facilities, AV Equipment etc.

We thank you for your thoughtful consideration and support for this community event.





Women's Empowerment Community Event – Sponsorship Levels

PLATINUM SPONSOR (\$1,000)

As a Platinum sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.

- Top billing as the event Primary Sponsor on Event Sponsor Poster
- Presenting Sponsor acknowledgment on all event electronic mailings and communications
- Presenting Sponsor exposure on Event Program
- On site corporate/sponsor display
- Recognition and sponsor logo/link on the BPW London website and social media platforms

GOLD SPONSOR (\$500)

As a Gold sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.

- Event Program exposure as sponsor
- On site corporate/sponsor display
- Recognition and sponsor logo/link on the BPW London website and social media platforms

SILVER SPONSOR (\$250)

As a Silver sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.

- Event Program exposure as sponsor
- Recognition on the BPW London website and social media platforms

BRONZE SPONSOR (\$100)

As a Bronze sponsor your organization will receive exposure during the event.

- Event Program exposure as sponsor
- Recognition on the BPW London website and social media platforms

GIFT IN KIND DONATION

In addition, a gift in kind of support is another option. We would be pleased to discuss the form of contribution that will aid in the success of this event. i.e. Advertisement/Promotion, Graphic Design, Printing, Refreshments, Facilities, AV Equipment etc.

Thank you for your thoughtful consideration and support for this community event.

BPW London – www.bpwlondon.com
president@bpwlondon.com

CCEW – www.ccew.ca
doris.empowerment@ccew.ca



WOMEN'S ECONOMIC EMPOWERMENT – MEANS BUSINESS

Community Building Event



Join us!

Participate in an exchange of ideas and innovative community solution building.

Enter Date

Location

Time

Light refreshments served

TO REGISTER: *contact enter name / email address or telephone or register
[Online @ Women's Empowerment Event City](#) (using event registration page)*

FREE EVENT

Special thanks to our sponsors: *Recognize the organizations coordinating/supporting the event.
(Insert Logos)*



Women's Economic Empowerment

Together Building a Sustainable climate for Community Success

Join us to.....

Celebrate - Share - Build

We will recognize and hear from community and business leaders in the Clarington region who have benefited from advancing the principles of Women's Empowerment. Participate in an exchange of ideas about how Women's Economic Empowerment can strengthen our community, fuel our economy and promote social progress for the women, men and families choosing to live, work and thrive in our region.

Registration: 4:30 - 5:00 pm
Appetizers-Refreshments Provided

Panel Discussion: 5:00 - 6:00 pm
"Why Women's Empowerment Means Business"

Community Building & Signing: 6:00 - 7:00 pm

Location: Newcastle Community Hall – 20 King Street West, Newcastle
Date: Tuesday October 25, 2016 **Time:** 4:30—7:00 pm



To Register Contact: Carrie Andrews
@ andrewscarrie54@gmail.com or 905 375-4625 or Click to **Register**

This FREE EVENT is Sponsored by BPW Bowmanville, Clarington Municipal Council, Ontario Power Generation & W.O.R.K.
Promoted by the Clarington Board of Trade & Office of Economic Development



Sample 2: Promotional Flyer/Event Photo Gallery/Panel/Sponsors:

View live @ <https://bpwlondon.com/events/women-s-economic-empowerment.html>

Home > Events & Fundraising > Women's Economic Empowerment Event

Women's Economic Empowerment October 5, 2019, London, ON

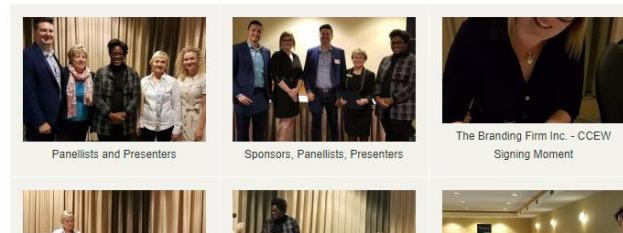


Partnerships for Equality
Equality = Business

CCEW WEB >

EVENT PHOTOS > PANELLISTS > FACILITATOR/EMCEE > SPONSORS >

Click on a photo to enlarge and view the full description.



Panellists and Presenters

Sponsors, Panellists, Presenters

The Branding Firm Inc. - CCEW
Signing Moment



BPW London Membership



Panellists represent a cross-section of London industries:



Sandy Kirkwood-Pearce,
CGA, CPA, LPA
Partner, Chief Operations
Officer
Baker Tilly Trillium LLP (London)
Sandy's Bio



Andrew Crook
Managing Partner and
Broker
PC275 Realty Brokerage
Andrew's Bio



Melissa McInerney
CEO & Chief Creative
Officer
tbk
Melissa's Bio



Courtney Hance
President
The Branding Firm Inc
Board President
London Chamber of
Commerce
Courtney's Bio

Special Guest:



**Stephanie Dei, UN National
Coordinator**
UNWomen WeEmpower
Stephanie's Bio

Community Engagement Workshop Facilitator:

Sheila Crook
Global Community Champion/
Mentor for Women's Economic
Empowerment
Sheila's Bio

Event Emcee:

Doris Hall
Canadian Coalition to Empower Women
- Implementation Coach
Doris' Bio

#SDG's | #Global Goals

BPW International's Triennium Theme
Empowering Women to Realize
Sustainable Development Goals



Sponsors

The event was sponsored by BPW London, Canadian Coalition to Empower Women (CCEW), Women Offering Resources and Knowledge (W.O.R.K.), BPW Canada, Baker Tilly Trillium LLP and BDC. Also sponsored by Munn Conflict Resolution Services and SMC Performance Plus Consulting Services.

Sample Introductory Letter

Recipient Name
Position Title
Address

Date

Dear _____ :

BPW Bowmanville is pleased to formally invite you to our Women's Economic Empowerment Community Building Event, Tuesday October 25th, 2016 at the Newcastle Community Hall, 20 King Avenue W, Clarington, Ontario from 4:30 to 7:00 pm.

Join us to hear how community and business leaders in the Clarington region are benefitting from advancing Women's Empowerment. Learn why businesses around the globe are adopting the Women's Empowerment Principles (WEPs) developed by UN Women and the United Nations Global Compact. Discover how Canada through the Canadian Coalition to Empower Women is expanding these benefits to businesses of all sizes, government at all levels and community service, MUSH, and labour organizations across our nation.

We are very proud that Clarington has stepped up to sponsor this first of its kind community building event. We anticipate a lively exchange of ideas about how Women's Empowerment can strengthen our community, fuel our economy and promote social progress for the women, men and families choosing to live, work and play in Clarington.

For more details about this event go to our [event page](#) (*the pilot event page is no longer available see sample link to the London event*) and feel free to share the attached program poster throughout your organization. (*sample poster is shown on page 17 of this document*). Thanks to our major sponsors, Municipality of Clarington, Ontario Power Generation, W.O.R.K. and BPW Bowmanville this is a free community event. [Registration](#) (*note this eventbrite page is no longer active*) is only limited by the hall capacity so feel free to extend an invitation to your executive, board and employees interested in connecting, sharing and building an even better Clarington.

A growing body of evidence across multiple cross-sector initiatives is driving the business case that "women's empowerment is good for business". We look forward to having you join us to explore advancing the principles for Women's Economic Empowerment in our region. Should you be interested signing the CCEW statement of support, we will be recognizing signatories to the [CCEW statement of support](#) received in advance of the October 25th event.

Best Regards,

[Judy Hagerman](#)
President
BPW Bowmanville

[Carrie Andrews](#)
Event Co-chair

[Sheila Crook](#)
Event Co-chair

Panellist Preparation

WOMEN'S ECONOMIC EMPOWERMENT COMMUNITY BUILDING EVENT - PANELLIST

Thank you for your confirmed participation in the October 25th, Women's Economic Empowerment Community Building Event in Clarington. Members of the Business and Professional Women's Club of Bowmanville (BPW Bowmanville) and event sponsors appreciate your commitment to a strong and vibrant community that fully leverages the rich diversity of talent in our Region. We anticipate a cross-section of community stakeholders will be in attendance to learn more about how women's empowerment - means business.

This is a landmark event and is an incredible opportunity for the Clarington Region to strengthen our efforts to be a community of choice by progressively leveraging all of our talent and supporting the global movement for women's economic empowerment.

A Global Champion for Women's Economic Empowerment and representatives from the Canadian Coalition to Empower Women (CCEW), BPW Ontario and BPW Canada will be in attendance to share the work being done on the Global and National stage. Our community panel will share lessons learned and the benefits of empowering women. Participants will be provided the opportunity to share their ideas and contribute to discussion on how as a community we can take a leading role in scaling up and accelerating the UN Secretary General's High Level Panel efforts to achieve gender equality by 2030.

As a panellist, we appreciate your willingness to share your personal and/or organizational insights on what measures, practices, tools, reports and studies were most effective in promoting diversity, inclusion and/or the economic and leadership advancement of women in your industry or organization. We ask you to confirm your area of focus with the event organizers and if appropriate which of seven Women's Empowerment Principles (WEPs) most closely align with your presentation? ([See description of the Women's Empowerment Principles](#))

Some questions you may wish to consider;

1. How did you learn about and what led you to implement your most innovative practices?
2. What were/are the most tangible benefits of your empowerment strategy and what if any unexpected surprises resulted from your efforts?
3. What challenges if any did you encounter and how did you address them?
4. Where and how should future efforts be directed and what specific actions or priorities might accelerate measurable progress towards gender parity?
5. Have you successfully supported and implemented any new, equality based policies and procedures?

Although we hope to provide an opportunity to build relationships and strike partnerships across community sectors we also hope concrete outcomes can emerge from the event, specifically, insights and recommendations for key actions that can be taken by the private sector, government and other stakeholders.

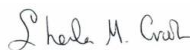
We are proud that Clarington is hosting this first of its kind community building event. In so doing Clarington can not only support high-level advocacy of women's economic empowerment for our region, but can also support the creation of a roadmap for organizations and communities across Canada who want to be bold and pro-active in inspiring action towards a more rapid achievement of gender parity.

We will be inviting CEOs in attendance to take this opportunity to sign onto the Women's Empowerment Principles (WEPs) and will also be inviting these CEOs and all other community stakeholders to express their commitment to women's empowerment by signing the Canadian Coalition to Empower Women statement of support. Signatories will be recognized by the CCEW and receive an Empowerment Award. Should your organization wish to join the growing list of signatories in advance of the event we will be pleased to provide a photo opportunity and present your empowerment award at the event.

We all look forward to seeing you at the Newcastle Community Centre for the event set to start with registration, networking and appetizers at 4:30 and program to begin at 5:00 pm.

Please let me know if you have any questions.

Yours sincerely,



Sheila Crook

Women's Empowerment Co-Chair

Enclosed: Women's Empowerment Principles at a Glance



Carrie Andrews

Women's Empowerment Co-Chair

Event Implementation Plan

Sample 1: Women's Economic Empowerment Community Building Event - Implementation Plan

TIME	ACTIVITY	RESPONSIBLE	DETAILS
3:00	Room Set-Up	All	<ul style="list-style-type: none"> - Registration Table with cloth & supplies: pens, name tags, blank cards, list of registrants (Judy & Barb) - Food & Refreshment Tables with table cloths - Panelist table with cloths & chairs & flowers – on Stage? - BPW Table – BPW brochures and membership applications - Blank cards and 3 sheets flip chart paper & pen at each table - Caterer – table cloths (Judy & Barb) - Flowers for Panelist Table and Registration Table (Judy & Barb) - Signing Table with cloths/Chairs (copies of CCEW/UN CEO WEPs – Sheila) - Food Table for District – off to side near kitchen? - Microphones /Panel Table/Podium MC-Panel Moderator - Signage / BPWO Table top / BPW Canada Pull Up Sign – Sheila - BPW Ontario Pull up – Joanne Cox/Maide - Room Layout drawing for Hall staff set-up i.e. positioning and # of tables etc. (Sheila) - Small plates for food once event begins (To put food on plates and set at each table)
4:30	Registration	Terry & Deborah Karen & Kris	<ul style="list-style-type: none"> - 2 Registration Tables (BPW Registration & General Registration) - Check in all attendees, check off names from registration list, - Provide attendees with card to write questions for panelists - Invite attendees to leave business card in container for draws/have blank paper for people who don't have biz cards (container – Carrie) - Panel Gifts & Door prizes (Carrie) - Invite attendees to get food and drink & mingle
5:00	Program Intro	Corinna Trail – MC	<ul style="list-style-type: none"> - Invite attendees to take a seat - Recognize “VIPs” in audience & sponsors who contributed financially - Introduce Sheila Crook UN Global Champion for Women's Economic Empowerment who will present a brief “Why Now” intro BPW, WEP's, and CCEW purpose of the event...
5:10	Panelist Program	Corinna Trail – MC/	<ul style="list-style-type: none"> - Introduce panel (5 minutes per panelist) and moderate the Q & A session end of all presentations - Invite attendees to write questions on cards-to be asked at end of presentations or to come to microphone to ask questions at end - Bios/photos to be collected for inclusion into PPT – BPW Club contact to forward to Sheila if received by Oct 14th/Follow-up correspondence to be issued by Sheila if not. - Receive cards with questions/ask panelists questions - Invite audience to come to microphone to ask questions (BPW Runners – Nancy, Barb & Judy) Collect cards with questions for Corinna and/or facilitate audience use of microphone to ask questions - BPW Members to have pre-prepared questions in case no one from the audience has a question - Introduce CBOT/Economic Development Office Executive Director Sheila Hall to thank Panelists for their commitment to women's empowerment while gifts of appreciation are presented by President Judy Hagerman....
6:10	Community Building table (Sheila)	Sheila/Carrie	<ul style="list-style-type: none"> - Introduce Activity - Carrie <li style="padding-left: 20px;">- 3 Questions – “1” do in pairs (Carrie)/”2” do in threes (Carrie)/”3” full - 2 pages flipchart paper & pen per table

Sample 1: ...Continued

6:50	Recognition	Sheila	<ul style="list-style-type: none">- Present BMO-Women Leaders Investment Fund Commendation from BPWC- Recognition by BPW Canada & CCEW to all pre-event CCEW signatories
7:00	Close	Judy/Corinna	<ul style="list-style-type: none">- Draw three prizes from biz cards- Invite members from audience to sign CCEW or WEPs (signing table)- Thank audience for attending - Judy- Close event and Invite BPW members to pick up their District Meeting Packages at District Registration Table starting at 7:30
7:00	Signing	Sheila/Carrie	<ul style="list-style-type: none">- Facilitate signing of audience members

This community event program was held in conjunction with the BPW Ontario GTA District meeting.

District meeting

7:00	District Mtg. Payment	Karen & Kris BPW Bville	<ul style="list-style-type: none">- Receive payment from those attending the District Meeting- Provide receipts, District Mtg. Package- Agenda (Sheila preparing)- Set out food/drinks on District Meeting food Table
7:15- 8:45	District Meeting	Judy Hagerman	<ul style="list-style-type: none">- Welcome members from the District to Clarington and introduce Katherine Allen, District Director- North Toronto, Durham, Bowmanville Presidents are expected to present their reports, Announcements etc.- Draws – Flowers on Tables & Gifts donated by Sheila
9:00	Clean Up	All	<ul style="list-style-type: none">- Pack up

Follow-up

Thank You	Judy	<ul style="list-style-type: none">- Send thank you letters to sponsors, VIPs, signatories, attendees...
Web site	Sheila	<ul style="list-style-type: none">- Post answers to all questions asked at the event- Post photos
Certificates	Sheila	<ul style="list-style-type: none">- Prepare Certificates and schedule presentation of new signatories at dinner mtg.

Event Debrief/Evaluation

Budget	Carrie	<ul style="list-style-type: none">- Reconcile event budget with actual expenses/sponsorshipsIssue receipts/documentation to W.O.R.K re: Sponsorship
Debrief	Sheila	<ul style="list-style-type: none">- Over all Feedback - What went well? Opportunities/Insights

Event Implementation Plan

Sample 2: Women's Economic Empowerment Community Building Event - Implementation Plan

Time	Activity	Responsible	Detail
9:00	Room set up	Doris, Sheila, Karin, Kelsy, Dilpreet	Registration table with supplies Round tables set up with pens, pads and portfolio Display tables set up by sponsors Panelist table set up Microphone set up Laptop, screen and projector and Guest speaker table set up WEPs signing table BPW London table
		Best Western staff	Food and coffee station set up with plates and napkins
9:30 – 10:00	Registration table	Kelsy, Dilpreet Winn, Ramona	Greeters at door Check in all attendees Provide Name Tag and Participant Package with Wk Shop # 1-4 pre-assigned Invite to visit sponsor/displays, enjoy snack and mingle
9:57	Panelists seated	Doris	Speaking order (1) Courtney; (2) Andrew; (3) Melissa; Sandy (4) chair for Moderator Stephanie
10:00	Welcome	Kelsy	Welcome from host BPW London and introduce Doris as Event MC
10:02	Program Overview	Doris	Review Agenda and recognize special guests & sponsors
10:03	Introduce Moderator	Doris	Introduce Stephanie Dei, UN Women Canada national coordinator
10:05	Introduction of WEPs	Stephanie	Lay foundation for event. WEPS and the G7 initiative and introduce #FlexForEmpowerment Campaign
10:10	Introduction of panelists	Stephanie	Moderator to explain Panel portion of the program. i.e. Each panelist will have five minutes to present (Order as above) Bios provided to Moderator to introduce each panellist. Invite attendees to write questions on cards that come to mind during panel presentations. (cards if used to be picked up for moderator to use during Q&A at of all presentations
10:45	Q & A	Stephanie	Stephanie to direct questions as appropriate to panelists
11:00	Thank Panel and Moderator	Winn/Kelsy/ Doris	Winn to thank panelists and Kelsy to present certificates Moderator thanked by Doris and presented certificate
11:03	Introduce Sheila	Doris	Introduce Sheila Crook
11:05	CCEW Web and Call to action	Sheila	Review new CCEW website and call to action
11:10	Community Engagement / Women and the Workplace Report	Sheila	Provide summary of Women and the Workplace Symposium Report and Facilitate the Workshop, Innovative Gender Equality Solutions Building & Self-reflection, explain round table discussions 1. Time famine, 2. Leadership, 3. SME's and 4. Continuous Improvement and Innovative Experimentation
11:25	Round table innovative discussion	Four breakout group Facilitators selected and prepared in advance (Instruction)	Start discussion—each of the 4 stations is appointed a facilitator to capture input on worksheet and provide a report back to the larger group- Sheila to circulate throughout room and check in on each table
11:50	Report out	Four Break-out group facilitators report out	Sheila will ask each station to report back and wrap up community solution building activity
12:20	Certificates	Doris/Sheila	CCEW certificates issue to pre-event signatories /Photos Sandy/Andrew/Chamber/BDC... Others offered signing moment Photo opportunity
12:25	Thank you	Doris	Sponsors/Guests Speakers/Panellists all participants
12:30	Closing	Doris	Closing Remarks... Informal Mingle/Room Clean up

Women's Economic Empowerment Community Building Event – Draft Budget

Sample 1:

<u>Item</u>	<u>Sponsorships Gift-in-kind Donations</u> (Donation tracking spreadsheet)	<u>Estimate</u> <u>Expense</u>
Tentative Municipal/Community/Corporate Sponsorships	\$ 5,250.00	
W.O.R.K funding	\$ 500.00	
BPW Bowmanville - Decorations/Panel Gifts	\$ 250.00	
Facilitator in Kind	\$ 250.00	
Facility Rental		\$ 300.00
Cost for AV equipment		\$ 1,500.00
Advertising/Promotion for event through various media		\$ 1,000.00
Print Material/Program/Packages /Poster/Certificates		\$ 950.00
Refreshments		\$ 2,500.00
Totals	\$ 6,250.00	\$ 6,250.00

Note: There is no entry fee for this community building and public awareness event.

Sample 2:

Women's Economic Empowerment Community Building Event - Sample DRAFT

<u>Item</u>	<u>Revenue</u>	<u>Expenses</u>
Business Development Bank (BDC)	\$ 500.00	
W.O.R.K. funding	\$ 500.00	
Baker Tilly Trillium	\$ 250.00	
Baker Tilly Trillium - in-kind	\$ 250.00	
Munn Conflict Resolution	\$ 100.00	
BPW Canada	\$ 500.00	
SMC Performance - AV equipment in-kind	\$ -	
Kirsteen McQuade	\$ 50.00	
Facility rental (\$300 + 13%)		\$ 339.00
AV equipment - computer, speakers, projector - in-kind		\$ -
Additional microphones		\$ 105.00
Refreshments and morning snack for 50 (Coffee \$125, Snack \$150 + 15% + 13%)		\$ 357.37
Portfolios for attendees		\$ 334.53
Print material - program/posters/handouts/certificates		\$ 500.00
Materials for round table discussions		\$ 100.00
	\$ 2,150.00	\$ 1,735.90

Note: There is no entry fee for this community building and public awareness event.

Women's Economic Empowerment Community Event – Program Tips for Success

Please note the Program related tips for success outlined below are based on lessons learned and insights from previous events. Once you have reviewed the [Women's Economic Empowerment Community Engagement Guide](#) posted on the ccew.ca resource page this document can be used to support the program planning portion of your event. (See separate Sponsorship, Promotion and Facility Tips for Success document)

Panel Selection and Preparation

- Using the 7 Women's Empowerment Principles (WEPS) and Sustainable Development Goals (SDGs) as a framework potential panellist should be selected based on a clear alignment of these elements with positive change and actions taken within their organization.
 - This may be discovered from first hand workplace experience of employees, community support, the organizations website, published report news articles or press releases etc.
 - Efforts should be taken to achieve a diverse panel that can speak to the different WEPS/SDGs, includes a wide range of workplace environments, organizations, and gender.
- To help panellists develop a comfort and willingness to serve on the event panel they should be provided the WEPS and SDGs to use as a framework to outline why they have been approached. This initial outreach via email or telephone is best supported by ongoing contact as appropriate for the panellist and to ensure the event planning team has what is required to promote/support the event.
 - This ongoing contact can take many forms i.e. a face-to-face meeting, or follow-up telephone/web communication to helps finalize and align the panellists' bio and 5 minute presentation to reflect how the organization has specifically benefited by empowering women and creating a culture that promotes equality and diversity.
 - Also, provide an opportunity for panellists to promote themselves and the event with their network.
- It is important to have the panellists approve their final Bio and the single presentation slide that will be on display while they are speaking about 1-3 (WEPS) principles that have benefited their organization.

Participant Package Recommended Content

- **Two sided bi-fold:** Panel and Guest Speaker Bios, CCEW 2-sided Overview, CCEW Why Now?, Agenda, Sponsor Acknowledgment list and Panel/Sponsor promotion hands-out. Assigned Group #.

Program Timing and Flow

- The timing as outlined in draft programs has been tried and tested.
 - Respecting the timelines set for the program is critically important.
 - A prompt start and end.
 - Provide panellist a one minute remaining signal to help panellist maximize their time.

Women's Economic Empowerment Community Event – Program Tips for Success

Program Timing and Flow continued....

- The WEPs awareness and the CCEW Why Now document needs to be introduced in advance of the Panel presentations to help participants take notes or form questions during the panel presentations. The Emcee, Panel Moderator or guest speaker can reference these documents.
- The format for the Question and Answer (Q&A) portion of the program should be outlined by the panel moderator prior to the panel presentations.
 - Panel Q&A can be handled in a variety of ways;
 - An open format with portable microphone.
 - Question cards provided to participants to write questions to be collected and managed by moderator or
 - A combination of both methods.
 - If the Panel Q&A allotted time has expired;
 - The moderator can inform participants that there will be an opportunity to further engage with panellists during the community building portion of the program as they will be joining the table discussions.
 - If questions captured on cards remain, the moderator can indicate that they will be forwarded to the appropriate panel member for follow-up.
 - If appropriate, answers to any outstanding questions and/or outputs from the Community Building table work may be posted to the Community Building Event webpage for participants to access.

Stakeholder Engagement in Innovative Gender Equality Solution Building

- The brief CCEW Website and Resources review (5 minutes) serves as a good transition to the community building portion of the event by;
 - Reinforcing the importance of “Partnerships for Equality” moving forward
 - Demonstrating in a very tangible way how the CCEW National Portal provides opportunities for all stakeholders to Connect, Engage and Empower
- The Introduction of key concepts and findings from the ***Women and the Workplace Symposium*** and ***Report*** helps participants recognize that we need to do something different to address issues associated with persisting ***representation, opportunity and value*** challenges if we are to accelerate the further advancement of gender equality and diversity in Canada. Specifically outlining the need for;
 - **Increased awareness and exploration**
 - Experience how **Pre-conscious Bias and Myths** – held by both women and men impede generating meaningful solutions to advance gender equality and diversity.
 - Four key opportunities for advancement of gender equality were identified by symposium presenters and participants include; ***Women's Time Famine, The Leadership Gap, SME's Support, Innovative Experimentation and Continuous Improvement.***
 - Use a simple worksheet/activity that promotes Innovative gender equality *fresh eyes, open and respectful solution building without judgment or blame.*

Women's Economic Empowerment Community Event – Program Tips for Success

Stakeholder Engagement in Innovative Gender Equality Solution Building continued

- **Change Structures not People**
 - Provide guidance/support to participants to explore **Structural and Systemic Solutions** to the four key opportunities.
 - Consider how stakeholder partnerships can help to accelerate and share the type of lessons learned, best practices and tools demonstrated by the panel.
- **Adopt an Intersectional approach to gender equality in the workplace**
 - Reinforce and provide an example of the compounding and intersectional nature of diversity and gender equality.

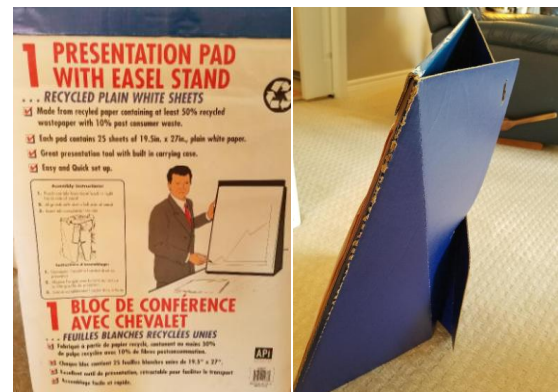
Break-out Table Solution Building Activity: Facilitation & Preparation

- Assign topic areas 1 through 4 to each participation at registration. This will save time and limit confusion when the large group breaks into the 4 discussion groups.

- Prepare Table-top flip-chart or full size flip-chart stands in advance for each of the four break-out tables.

- Front page will have # and Topic title listed
 1. Women's Time Famine,
 2. The Leadership Gap,
 3. SME's Support,
 4. Innovative Experimentation and Continuous Improvement

- Second page under each of the flip-chart title pages will list associated related sub-topics that participants will review during a quick priority setting y activity.



Gender Equality: Innovative Solution Building Topics

1. Women's Time Famine

- Changing Roles at Home
- Paternity Leave
- Subsidized Child and Elder Care
- Flexible Work Arrangements
- Re Design Jobs

2. Leadership Gap

- Leaders must Show the Way: walk the talk, change norms & make tough decisions
- Less Mandatory Diversity Training
 - More Diversity Task Force
 - Diversity Managers
- Targeted Capacity Building Training;
 - Sponsorship & Mentorship
 - Recruiting, Hiring, Retention
 - Promotion & Career Planning for the Future
- Hold Leadership Team Accountable

3. SME's Support

- Collect more data and understand Mechanisms for Diversity in SMEs
- Support HR Management Capacity Building at all levels
- Innovate Collective Solutions that can be Shared Across Companies

4. Continuous Improvement: Experiment/Innovate

- No One Size Fits All
- Co-create with Employees
- Be Willing to Take Risks
- Experiment and Innovate
- Learn and Iterate as You Go



Women's Economic Empowerment Community Event – Program Tips for Success

Break-out Table Solution Building Activity: Facilitation & Preparation

- Group discussions create a very engaging and energetic atmosphere.
- The 15-20 minute table work and group discussion provides participants an opportunity to experience the importance of open, non judgmental dialogue in exploring the myths associated with generating a gender equality innovative solution. Using the innovative solution building worksheet provides.
- Four facilitators are required to support the break-out discussion/activity and need to be selected in advance of the event. Recommend issuing detailed facilitator instructions and resources via email and reviewing them in scheduled webinar.
 - **Resources provided to the small group Facilitators in advance of the event include;**
 - Detailed Facilitator Instructions
 - 3 page excerpt from the Women and the Workplace Report on Pre-conscious Bias/Myths
 - List of sub-topics for each of the four opportunities
 - Sample 11X17 Innovative Solution Building Worksheet.
 - **Resources provided for workshop the day of event**
 - Fine tip marker to complete 11 X17 gender equality worksheet
 - ¾ - 1 inch Coloured sticky Dots (recommend all same colour) cut to hand out one to each participant when they arrive at the break out group discussion table
 - 2 copies of 11X 17 worksheet
 - Facilitator instructions
 - 3 page Bias/Myths excerpt
 - Excel participant contact info/expression of interest sheet to circulate to group
- On the day of the event facilitators are also asked to arrive 30 minutes early to become familiar with the room logistics, to meet each other and ask further questions.

Small Group Facilitator Coaching Webinar Emphasizes

- How the priority setting “Dotmocracy activity” helps the group to quickly see what topic is of most interest to the group and how they can help the group come to consensus if there is a tie.
- The importance of helping the group gain a shared understanding of the priority topic that they have selected to explore by taking time at the beginning to ask questions.
- Help the group make a clear connection between their shared understanding of the issue selected with potential pre-conscious bias/myths, for example, the topic **Leadership Gap**: and sub-topic **Leaders need to model and walk the talk** – the Pre-conscious Bias/Myth that gender career and leadership gaps are simply the product of choice or that we need to fix the women, become evident in discussions related to much of the “second job” – family and home management falls on women, or that women are not leadership material and seen to be more nurturing and more associated with family and home than careers.
- Focusing on Structural or Systemic Solutions vs. individuals is not always our first go-to solution. We need to ask more “whys” to move beyond individual behaviours and to get at potential influencing structures or systems.

Women's Economic Empowerment Community Event – Sponsorship, Promotion and Facility Tips for Success

Facility

As soon as it is decided to host a WEE event and a tentative date and time have been established, start site-views for all possible venues.

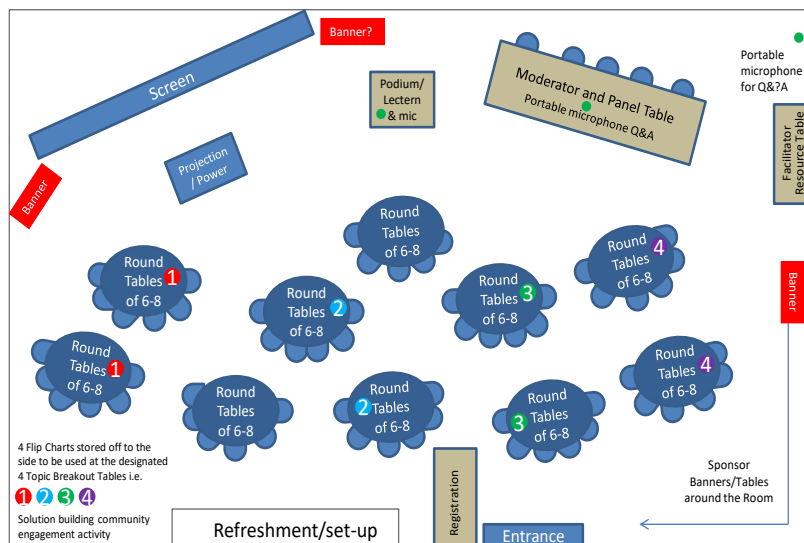
Things to consider are:

- **Date Selection:** It is important to keep in mind the **target audience** for your event. It will be valuable to speak with business associations and organizations on your invitation list in advance to learn the preferred time for attendees to meet. Often business owners prefer meeting during regular business hours Monday to Friday. i.e. assuming the length of the program is between 2.5 - 3 hours, the program may begin early in the day 9-12:00 or earlier, from 1-3pm or closer to the end of the day 3-6:00 pm.
- **Facility Accessibility and Amenities**
 - Location for easy access to local attendees, as well as out of town travelers
 - Size of venue needs to allow ease of access, flow and set-up to accommodate the anticipated number of participants. i.e. recommend that a room capacity for a minimum 100 people is a good starting point. This will allow space for the panel discussion, solution building workshop activity and sponsor displays.

- **Room Layout Recommendations**

- Cabaret style tables of 6-8, Moderator is seated with Panel near lectern, the four break-out stations can use existing seating by grouping tables into assigned work stations for each of the four break-out topics. Recommend four flipchart stands for each break-out group.

Considerations for WEE Event Room Layout



Note: Set-up to be adjusted to accommodate doors/windows and number of registrants etc. Will need 4 flipchart stands or table top flipcharts for each of the 4 break out groups. Microphones for Lectern/Panel Table and portable Q&A.

Facility Amenities

- **Audiovisual Requirements**
 - AV requirements include; large screen appropriate to scale/size of event to be easily viewed by panel and audience, projection unit, audio system for video display, microphones for lectern, panel and audience Q&A and workshop report-out. (Portable microphones are recommended for the panel table and audience Q&A as it promotes an easy transfer between panel members and to engage audience participants.

Sponsorship, Promotion and Facility Tips for Success

Facility Amenities

- **Panel and Moderator Table**
 - Moderator seated at Panel Table promotes smooth introductions and easy access to the lectern.
 - If possible position the panel table on a riser to promote clear line of site for the audience and angled so panellists can see the screen.
 - Recommend panel present from the lectern.
 - Panel Q&A can be from seated position using portable table microphone.
- **Refreshments and Participant Table**
 - Water/glasses, note pads and pens recommended for participant tables.
 - Food/beverage selection as per event budget to be made available as appropriate to support program timing should be included in facility contract (you can minimize the food requirements depending upon the time of day but often light refreshments will be serve is as a draw).

Note: Recommend that the deadline date to confirm event numbers with the facility (including panellists, moderator/emcee, guest speakers and registered participants) be as close to the event date as possible (1-2) days. To ensure last minute adjustments can be made in advance of participant arrival on the day of the event, planning committee will be well served by arriving one hour before the registration is scheduled to begin.

Sponsorship:

Begin to explore potential sponsors by determining if Canadian Signatories to the WEPs operate in your community; a link on the [CCEW.ca Business Page](#) provides direct access to Canadian businesses that have declared support for women's economic empowerment. Reviewing local business and organization websites can also help to identify women's empowerment and gender equality friendly environments. News articles and press releases, reports and related awards will also, flag potential sponsors.

Many municipal, regional/provincial and federal governments, as do many corporations and NGO organizations offer a variety of funding opportunities and/or are willing to partner and support events of this nature. Often to meet sponsorship criteria and to encourage a high turnout your event should be seen as **inclusive, open to the general public, and FREE.**

Your sponsorship levels/opportunity document and correspondence to potential sponsors should be done well in advance of the planned event date. Official sponsorship applications are often being approved 6 months to a year in advance.

It is worth noting that potential event panel members can surface through your sponsorship endeavours, event planning with partners or from outreach communication with the growing list of CCEW signatories.

Promotion

Social media is a great source for promotion; however, it takes more than that. Make a list of potential attendees and send a personal electronic invitation. It is also important to reach out and schedule face-to-face meetings with local business and labour associations i.e. Chambers of Commerce, Economic Development Council, and civil society community organizations to create a broad promotion strategy. Don't forget to include Unions.

A visually appealing event poster is a great way to promote the event which can be posted in the workplace, libraries, churches, fitness centres and arenas. It can also be the foundation for your social media campaign. When the panellists have been selected their prepared and approved bios (with photo) should be added to the event website/registration page. The bios may also be used in your social media promotion. Ensure that you issue your promotional materials to the panelists and invite them to promote within their own networks. Provide an opportunity for panelists to promote their business by allowing them to insert a one-page promotional item into the participant package and let them know they are welcome to be an official event sponsor with all related benefits.

Shift In-person Community Events to a Virtual or Hybrid Format

Much of the insights and tips enclosed in this Guide to Hosting an In-person Women's Empowerment Community Building Event apply to the 2020-and-beyond shift toward more Virtual or Hybrid events.

Leveraging your live and on-demand virtual streaming Platform

The most significant factor when hosting community events in the COVID-19 and post COVID era relates to shifting the emphasis from the traditional Facility and Refreshment planning to effectively leveraging a virtual streaming/meeting platform that best meets your event goals. i.e. ([Zoom](#), [GoToMtgs/Webinars](#), [Wofemtech](#) or a host of others)

It is important to note that most of what is accomplished through an in-person event can be achieved in a virtual or hybrid event. It all depends on the capacity of the platform, the technical support and the experience of moderator. With the heightened uptake of virtual connectivity during the pandemic, a potential audience is likely to be fairly savvy in attending virtual meetings; however, providing instructions and keeping things simple will ensure the event runs smoothly. The tips contained in the Guide related to selecting guest speakers and securing sponsorships apply to all event formats; in-person, virtual or a hybrid. The importance of ensuring that speakers are fully aware of the goal of the event and are clear on their specific contribution cannot be stressed enough. These items include: 1) confirming the topic of focus, 2) the time allotted for their contribution and if relevant 3) instructions for submitting a presentation. Also, if a Q & A segment is anticipated, you may provide some anticipated sample questions to assist with their preparation. As a virtual event does not afford the opportunity for a display or networking with participants, it will be important to clearly indicate how you plan to recognize your sponsors. Apart from featuring the sponsor(s) logo in the promotion leading up to the event, one additional suggestion is to provide the primary event sponsor an opportunity to offer opening remarks.

Virtual Fireside Chat/ Interview

Depending on the platform and the package options, you may decide to host a simple, live fireside chat between an interviewer and guest speaker. A few examples would be; a high profile speaker who recognizes the importance of empowering women, someone willing to share advancements being pursued or achieved in their organization that may include groundbreaking policies associated with, cultural, diversity, and inclusive workplace practices, or it may be someone willing to share their personal journey to empowerment. Your one-on-one conversation can offer participants a more interactive experience by inviting questions in advance through the registration process and/or by monitoring the question or chat functions during the event.

Virtual Panel Discussion

Another event option is to feature an expert panel that can showcase the benefits of women's empowerment and, in a very tangible way, can introduce the seven Women's Empowerment Principles (WEPs). Similar to the fireside chat you can increase the level of participant engagement by inviting questions in advance and monitor the chat for a more interactive experience. Depending upon the time allotted for your event, the anticipated number of participants, the functional capacity of your platform and moderator capabilities you may include an opportunity for break-out discussion groups to increase the level of participant engagement.

Shift to Virtual and Hybrid Events continued...

Virtual Workshop

A virtual workshop can be conducted to achieve similar outcomes as an in person event. Typically, as in the case for most in person workshop experiences, a virtual workshop can be kicked off by an emcee, followed by the primary sponsor's opening remarks and a keynote speaker to set the tone for the interactive component of the event. Either, the emcee, keynote speaker or designated skilled facilitator can conduct the workshop portion of the event. The small group discussions will engage participants in interactive break-out activities that will be reported back to the large workshop forum. The detailed tips for conducting an interactive Community Building Workshop set out in the Guide apply to an in person, virtual or hybrid event. Providing detailed instructions that prepare the breakout group facilitators to lead participants through the workshop activities is essential for all workshop formats and more importantly will ensure that all participants enjoy an engaging virtual workshop experience. The sample PowerPoint associated with the Community Engagement Workshop referenced in the Guide with detailed lead facilitator notes can be made available upon request. <https://cceb.ca/cceb-contact.html>

Event Registration, Event Email Marketing and Follow-up Survey

The references outlined in the Guide associated with standard event planning such as, registration, email, marketing and follow-up require careful attention regardless of the event format. There are, however, a host of economical resources and platforms that are particularly helpful in planning and promoting a virtual event: Eventbrite, facebook and website event pages, a variety of social media promotional avenues such as facebook, Twitter, Instagram, Survey Monkey and MailChimp to list a few.

Several comprehensive event planning platforms such as [Gotoweinars](#) or [Aventri](#) can automate and assist with online planning, promotion, registration and evaluation. If you are comfortable with and/or have access to these more robust, complex planning platforms through a sponsor, that is great; however, many successful virtual community engagement events may be managed by leveraging one or more of the resources as listed in the previous paragraph.

Benefits to Virtual and Hybrid Events

One of the main benefits of hosting a virtual or hybrid community building event is the potential for more expansive and more inclusive community outreach. Needless to say, the costs associated with travel, accommodation, facilities and refreshments will be greatly reduced and may be passed on to participants. It is likely that in the post COVID-19 age, consumers will expect that most events will offer a virtual component. Moving forward, event planners will be wise to leverage the lessons learned around hosting virtual or hybrid events and the importance of ensuring that diversity and inclusive outreach strategies are employed when designing the content, selecting speakers and promoting community engagement events.

Note: This addendum was incorporated into the 2019, 3rd edition of The Women's Economic Empowerment (WEE) Community Engagement Guide on January 25, 2021. Access the complete WEE Community Engagement Guide @ <https://cceb.ca/resources.html>

Have fun and enjoy your Women's Empowerment Community Building event planning!

Resources and Acknowledgments

Special thanks to the City of Peterborough for sharing their insight and progressive approach to community engagement. Further acknowledgement goes out to the Clarington Municipal Council and BPW Bowmanville for stepping up to host the first CCEW sponsored Women's Economic Empowerment Community Building Event from which this guide was created. Appreciation is extended to BPW London and community partners who used this guide and who provided additional insight for the 3rd edited version. Finally, to the numerous entities and visionaries who have provided a rich abundance of research and resources that shaped this guide and contributed to this 4th edition. We are pleased to offer this resource to support any stakeholder wishing to generate IDEAS (Inclusion, Diversity, Equity and Access Solutions) for gender equality by hosting a Women's Empowerment Community Building Event.

Community Engagement - City of Peterborough Community Engagement Guide: Prepared by the Tamarack Institute May 2017

Engaging Queenslanders: A guide to community engagement methods and techniques [Queensland Government Department of Communities](#)

Women's Empowerment

[Contact the Canadian Coalition to Empower Women](#) to discuss how we can best help promote and support your Women's Empowerment Community Event. A wide range of PowerPoint Templates, Program Planning Tools and Resources from previous events are available upon request. We look forward to discussing which items are most suited to your planned program.

Canadian Coalition to Empower Women website – cceb.ca
CCEW Resource Page – [See most Current WEE Recommended Resources](#)

Women and the Workplace Symposium [Report and Resources-May 2019](#)

The 50-30 Challenge: Your Diversity Advantage
Gender-based Analysis+ A Framework for Inclusion-Resources and Training

Generation Equality – [Action Coalitions](#) and [Commitment Makers](#)

The Power of Partnerships for Achieving Gender Equality - [25years since the Beijing Declaration and Platform for Action](#)

COVID-19 Call to Action for Gender Equality and Inclusivity in the New Normal - **UN Women's Empowerment Principles (WEPS)**

- [Guidance notes for Action: Supporting SME's to Ensure the Economic COVID-19 Recovery is Gender-Responsive and Inclusive](#)
- [Guidance notes for Action: Gender Sensitive Private Sector Response to COVID-19 for Accelerated and Inclusive Economic Recovery](#)

WEPS: Women's Empowerment Principles - <http://weprinciples.org>

SDGs- Sustainable Development Goals

Global Compact - <http://unglobalcompact.org>

Global Compact Canada Network - <https://www.globalcompact.ca/>

UN Women - <http://www.unwomen.org>

UN empowerwomen online platform for change – Empowerwomen.org

Equality Means Business Training Manual

[Training for Gender Equality for Women's Empowerment in the Private Sector](#)

- [Trainers Tool Kit](#)
- [Participant Handout](#)

Final Report and Recommendations for the Gender Wage Gap Strategy Steering Committee
[Minister of Labour and Minister Responsible for women's Issues – June 2016](#)

Women's Economic Empowerment: Call to Action – Discussion Paper
Minister of the Status of Women – August 2017

The Power of Parity: Advance Women's Equality in Canada
[McKinsey Global Institute - McKinsey & Company Canada – June 2017](#)