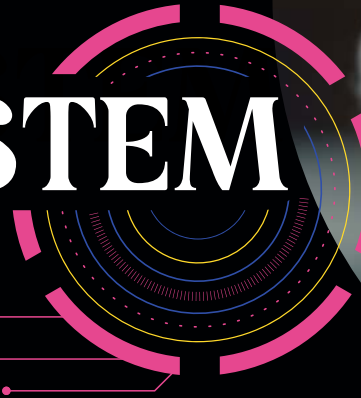




Women in STEM

SUMMIT 2024



Addressing the STEM shortage to
meet the needs of industry

13th March 2024 | Croke Park, Dublin

www.womeninstem.ie





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About the Summit

Initiatives to address the shortage of women in science, technology, engineering and mathematics (STEM) occupations have gained momentum in recent years, resulting in significant improvements in some STEM-related fields. However given Ireland's rooted tech dominance, it is unsurprising that prioritising a sustainable approach to STEM is an ongoing effort for successive Irish governments in order to address demand outstripping supply of tech workers.

Demand for STEM skills is expected to grow by 8% to 2025. The number of multinational tech giants establishing or expanding an Irish presence ahead of its EU neighbours places extra pressure on the **local talent pool**. One of the government's key considerations is to target females with long-term recruitment and retainment policies, with a view to making STEM industries more attractive. However 46% of science, engineering and tech companies are struggling to fill key roles and 64% reporting that talent deficits are a critical concern for employers. How can we plug the gaps?

In the workplace, 25% of jobs that require STEM skills are undertaken by women – but notably with an even greater under-representation of female senior executives at management levels. One recent study showed that by boosting females into STEM positions globally, world economies would benefit by an additional \$12 trillion by 2025. However despite broad policy efforts to increase female representation, the **gender divide is stark**.

The **Women in STEM Summit 2024** will bring together thought leaders, educators, policy makers, innovators and pioneers in industry to discuss how address the STEM shortage in Ireland to meet the needs of industry. It will provide a platform where they can constructively challenge current ways of thinking and offer new perspectives.

The Summit will **showcase some of Ireland's leading companies** who are creating diverse, equitable and inclusive workplaces that allow every employee to thrive, regardless of their background. Expert speakers will discuss the next steps for businesses and employers and how best they can embrace equity to inspire all future women of STEM including those with disabilities, members of the LGBTQIA+ community, ethnic and religious groups as well as those from less well-off socio-economic backgrounds.

The **Women in STEM Summit 2024** is a key event for all those championing diversity, equity and inclusion throughout their teams, organisations and industries. Everyone has a part to play in addressing the STEM shortage in Ireland to meet the needs of industry.



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Topics include:

- Women in STEM – the stats!
- The role of government and policy makers
- Initiatives at pre-school, primary, second & third level institutions
- Artificial Intelligence (AI) - addressing the gender bias to achieve ethical AI
- Promoting engagement of young girls in STEM subjects
- Leading a culture of diversity, equity and inclusion (DEI) awareness in business
- Fostering a pipeline of female STEM talent in your organisation
- Digital transformation in industry & commerce
- Enhancing women's lives with health tech innovations
- The role of women in ESG to build a sustainable future
- Creating a supportive workplace culture across your organisation
- The importance of visible role models and mentorship programmes
- Initiatives and programmes in industry to promote women in STEM
- Addressing the gender pay gap
- The role of male champions of change
- Technological advances in lifestyle businesses
- Promoting equity in minority and disadvantaged groups
- Female founders/CEOs – the tech entrepreneurs
- Rising stars at the forefront of STEM research

Who should attend:

The Women in STEM Summit is for all those interested in STEM subjects including:

- Relevant policy-makers and advisors in national and local government
- Industry leaders in diversity, equity and inclusion (DEI)
- CEOs, CTOs and other senior IT executives in the tech industry
- Engineers, scientists, business developers, data analysts
- Tech entrepreneurs & founder CEOs
- Decision-makers in technology, pharmaceutical, medical devices and scientific companies
- Early childhood, primary & secondary school teachers
- Academics and researchers
- Policy makers in universities and institutions
- Under graduates, graduates & post-grads looking to pursue a career in STEM
- Executives working in finance, construction, environmental, social & ESG
- Women in fashion, food, health, travel, media and entertainment
- Economic and management consultants
- Financiers, investors and legal professionals
- Inclusion and Diversity Specialists
- HR, Public Affairs and Wellness Managers
- Marketing, PR and Communications professionals





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HEADLINE SPONSOR

Position yourself as the summit's leading sponsor.

The Headline Sponsor package offers you maximum visibility within the marketing programme and during the conference itself, positioning you as the major supporter of the event.

- **Headline branding –In association with...**
- **Headline sponsor keynote address**
- **Guaranteed panel speaking opportunity on the main agenda**
- **Priority branding on ads in the Business Post, businesspost.ie** and all our social media channels. View an example of the ads [HERE](#).
- Your **corporate logo to appear prominently** on all promotional materials including:
 - The Summit website with hyperlink to your website
 - All delegate lanyards
 - On email campaigns to our extensive databases of customers and prospects
 - On Social Media Campaigns to our followers
- Your company profile (up to 350 words) to be included on the sponsors' page of the summit website
- Editorial/Picture Coverage in the Business Post following on from the event in the full page post event report. View last year's post event write up [HERE](#).
- Your corporate logo projected on the conference big screen on official event slide, to be displayed during breaks and on digital signage
- Corporate banner(s) positioned within the main conference room (to be supplied by sponsor)
- **A total of 15 complimentary passes**
- 20 x VIP invites to the event offering a 25% discount courtesy of the sponsor to honoured clients (telesales support is available if required)
- **A branded exhibition stand** (stand material to be supplied by sponsor)
- Recognition and acknowledgement of sponsorship in both conference opening and closing statements
- Access to the attendee list. (We will also provide email addresses where attendees have opted in)
- First refusal on next year's event
- Option to run poll during event

Your investment: €25,950 +VAT

STREAM SPONSOR

Position yourself as a leading sponsor of one of our three main stages – In association with...

The Stream Sponsor package offers you maximum visibility within the marketing programme and during the conference itself, positioning you as a major supporter of the event.

- **Guaranteed keynote speaking opportunity on the agenda**
- **Guaranteed panel speaking position on the stream agenda**
- **Priority branding on ads in the Business Post, businesspost.ie** and all our social media channels. Example of the ads [HERE](#).
- Branding on your chosen stage and across all Summit onsite signage
- Your **corporate logo to appear prominently** on all promotional materials including:
 - The Summit website with hyperlink to your website
 - On email campaigns to our extensive databases of customers and prospects
 - On Social Media Campaigns to our followers
- Your company profile (up to 350 words) to be included on the sponsors' page of the summit website
- Editorial/Picture Coverage in the Business Post following on from the event in the full page post event report. View last year's post event write up [HERE](#).
- Your corporate logo projected on the conference big screen on official event slide, to be displayed during breaks and on digital signage
- Corporate banner(s) positioned within the main conference room (supplied by sponsor)
- **A total of 12 complimentary passes**
- 20 x VIP invites to the event offering a 25% discount courtesy of the sponsor to honoured clients (telesales support is available if required)
- **A branded exhibition stand** (stand material to be supplied by sponsor)
- Recognition and acknowledgement of sponsorship in both conference opening and closing statements
- Access to the attendee list. (We will also provide email addresses where attendees have opted in)
- First refusal on next year's event
- Option to run poll during event

Your investment: €23,500 +VAT

Women in STEM

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GOLD SPONSOR

The Gold Sponsor package offers you maximum visibility within the marketing programme and during the conference itself, positioning you as a major supporter of the event.

- **Guaranteed keynote speaking opportunity on the agenda**
- **Guaranteed panel speaking position on the agenda**
- **Priority branding on ads in the Business Post, businesspost.ie and all our social media channels.** View an example of the ads [HERE](#).
- Your **corporate logo to appear prominently** on all promotional materials including:
 - The Summit website with hyperlink to your website
 - On email campaigns to our extensive databases of customers and prospects
 - On Social Media Campaigns to our followers
- Your company profile (up to 350 words) to be included on the sponsors' page of the summit website
- Editorial/Picture Coverage in the Business Post following on from the event in the full page post event report. View last year's post event write up [HERE](#).
- Your corporate logo projected on the conference big screen on official event slide, to be displayed during breaks and on digital signage
- Corporate banner(s) positioned within the main conference room (to be supplied by sponsor)
- **A total of 10 complimentary passes**
- 20 x VIP invites to the event offering a 25% discount courtesy of the sponsor to honoured clients (telesales support is available if required)
- **A branded exhibition stand** (stand material to be supplied by sponsor)
- Recognition and acknowledgement of sponsorship in both conference opening and closing statements
- Access to the attendee list. (We will also provide email addresses where attendees have opted in)
- First refusal on next year's event
- Option to run poll during event

Your investment: €22,500 +VAT

SILVER SPONSOR

Reap the rewards of a wide-ranging series of integrated promotional benefits – before, during and after the event.

- **Guaranteed panel speaking position on the agenda**
- Branding on ads in the businesspost.ie and all our social media channels. View an example of the ads [HERE](#).
- Your **corporate logo to appear prominently** on all promotional materials including:
 - The Summit website with hyperlink to your website
 - On email campaigns to our extensive databases of customers and prospects
 - On Social Media Campaigns to our followers
- Your company profile (up to 350 words) to be included on the sponsors' page of the summit website
- Editorial/Picture Coverage in the Business Post following on from the event in the full page post event report. View last year's post event write up [HERE](#).
- Your corporate logo projected on the conference big screen on official event slide, to be displayed during breaks and on digital signage
- Corporate banner(s) positioned within the main conference room (supplied by sponsor)
- **A total of 8 complimentary passes**
- 20 x VIP invites to the event offering a 25% discount courtesy of the sponsor to honoured clients (telesales support is available if required)
- **A branded exhibition stand** (stand material to be supplied by sponsor)
- Recognition and acknowledgement of sponsorship in both conference opening and closing statements
- Access to the attendee list. (We will also provide email addresses where attendees have opted in)
- Option to run poll during event

Your investment: €15,500 +VAT

Exhibition Package

- An exhibition stand (stand materials to be supplied by exhibitor)
- iQuest will provide a trestle table, table-cover, 2 x chairs, access to power & wifi.
- Free summit attendance for up to 2 x stand managers and 2 guests
- Social media promotion pre and during event of your stand
- Your corporate logo to appear on:
 - The Summit website with hyperlink to your website
 - Email campaigns to our extensive databases of customers and prospects

Your investment: €3,500 +VAT

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Contact Details

To book your place at this prestigious event please contact:



Grace Aungier

Conference & Awards Director

Tel: 086 088 0845

Email: grace@iquest.ie

www.womeninstem.ie

