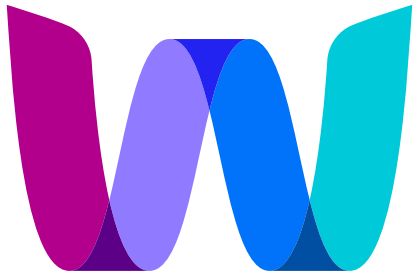


Thank you for joining!

Please mute your lines.
We will begin at 12:05 pm ET.



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2024

The WICT Network Chapter Programming Expectations



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Webinar Guidelines:

- **Duration:** 1 hour
- **Housekeeping:**
 - Please type in questions during the webinar. As many questions as possible will be addressed at the end of the discussion.
 - All handouts referenced during the webinar will be available for download on the Chapter Leader Resource Directory.
- **Availability:** This webinar will be recorded and available for playback.
- **Review** of the webinar by all 2024 Chapter Program Chairs and Presidents is required prior to March 1, 2024.

The WICT Network Programming Team



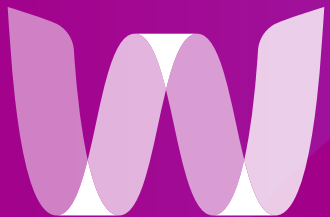
Jessa Cooke
VP, Educational
Programs



Jason E. Brown
AVP, Program
Operations



Megan Marksberry
AVP, Program
Administration



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WEBINAR GOAL & PURPOSE

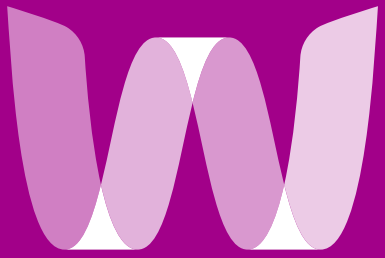
Provide 2024 Chapter Program Chairs
and Presidents with:

- Chapter Programming Expectations
- Suggested Resources and Information



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NAME DROP

What chapter are you with and how many years have you been involved with The WICT Network, either as a chapter leader or in another capacity?

- **Less than one year**
- **Two to three years**
- **Four to five years**
- **More than five years**

OUR PROGRAMS

No matter where you are in your career, WICT helps you attain your goals through our specialized **leadership development programs**, tailored to suit your level of industry experience.

CLICK PROGRAM NAMES FOR MORE INFO ➤

Senior Executive Summit (SES)

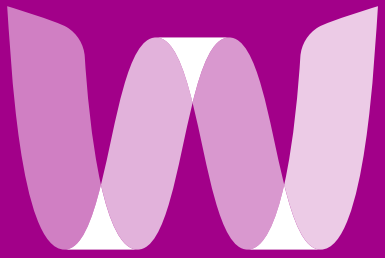
An invitation-only learning opportunity designed exclusively for top-ranking women in media, entertainment and technology. Presented in collaboration with the Stanford Graduate School of Business (GSB), this master class program combines the power of The WICT Network's proven leadership development programs with the excellence of Stanford's top-rated business school.

➤ LEARN ABOUT OUR PROGRAMS



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Professional Development

"THIS WAS LIFE CHANGING...from building new relationships to learning more about myself and what I need, to how I can be better for my team."

Networking

"I really feel such a strong connection and relation to the women in this program. There's something to be said about a group of women who can come together, be open, share their challenges and leave feeling empowered."

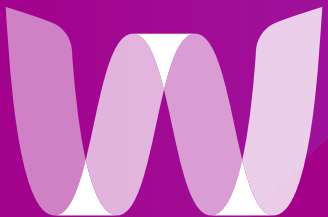
Skill Building

"This program was a fantastic opportunity to reinforce good behaviors/approaches and learn more effective ways to handle challenging areas. I am certain I will reflect on and implement learning from this program daily."

The WICT Network Programming



- Drives Membership Renewals
- Attracts New Members
- Provides Leadership Training and Education
- Creates The WICT Network Experience

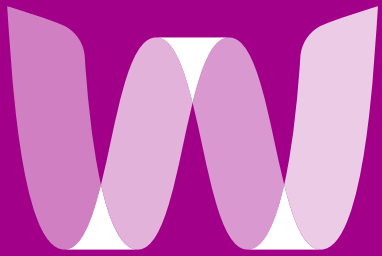


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Creating Women Leaders





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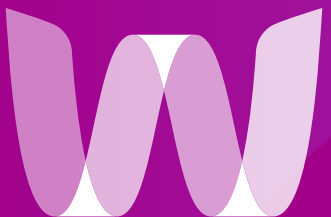
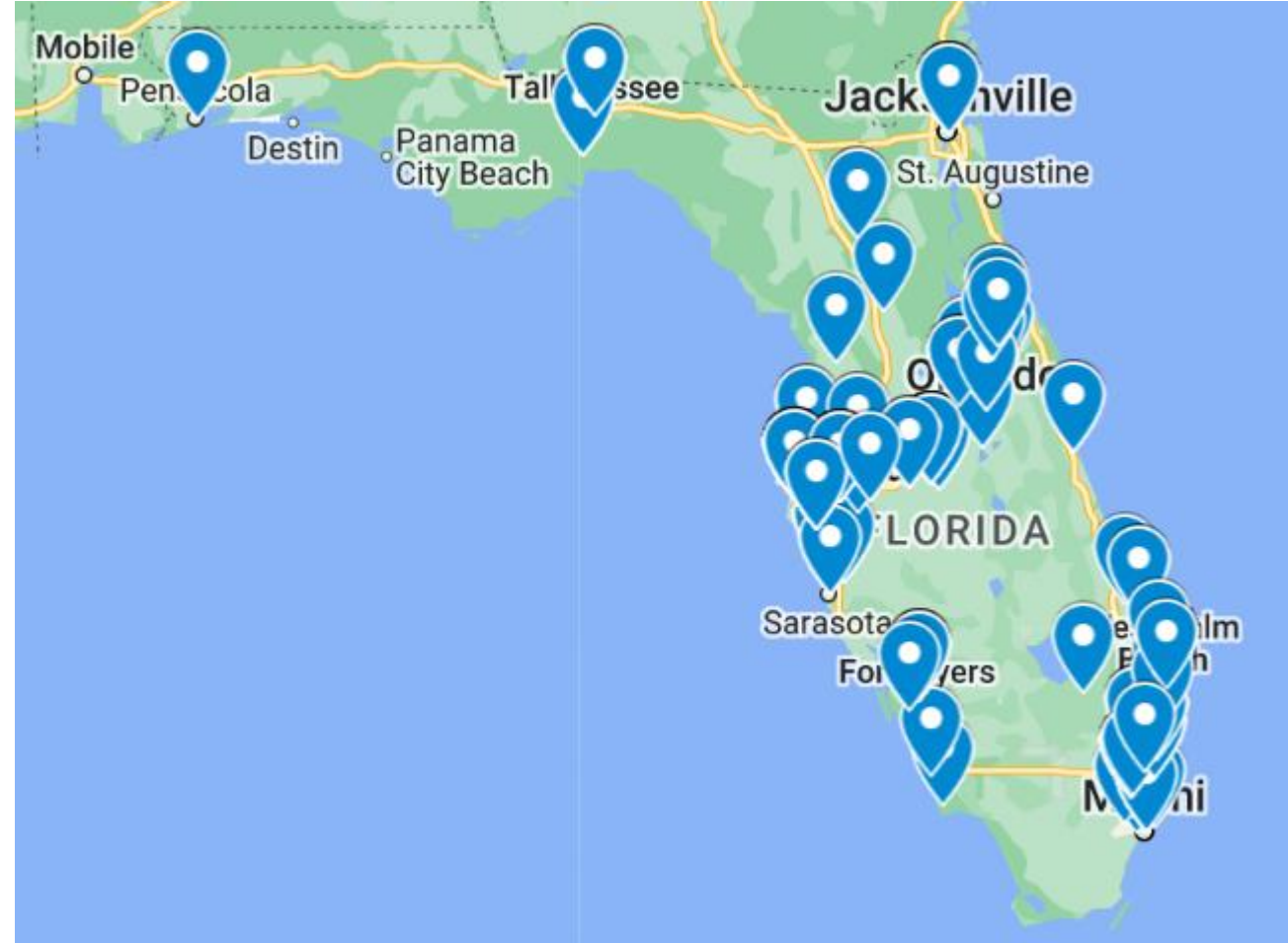
QUICK POLL

For those of you who have led or supported chapter programming, what is your greatest challenge?

- Engaging senior leaders.
- Pivoting to virtual events.
- Designing programs for a range of career levels.
 - Developing fresh topics or learning formats.
- Providing regional programming for diverse locations.
 - Other

Florida Membership

- Large geography
- It can take 13 hours to drive from one end of Florida to the other
- Utilize Google Maps to visualize the physical locations of our membership

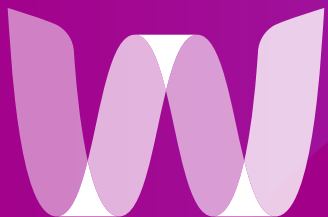


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Virtual & Hybrid Programming

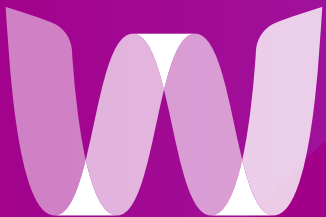
- Annual legislative update in partnership with Florida Internet & Television (FIT)
- Webinar Partnership – Sister The WICT Network Chapters & NAMIC Florida
- ERG/BRG Partnerships
 - Example: Telemundo TECHWOMEN



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In-Person Programming

- Etiquette Dinner
- Cybersecurity Summit
 - Free in-person attendance and booth opportunity
 - BONUS: They donate \$250 per event to our organization
- Florida Technology Summit
 - Free in-person attendance and booth opportunity

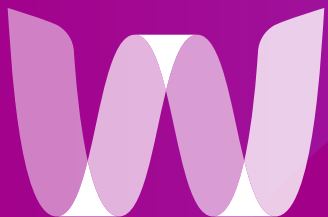


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In-Person Programming

- Partnership with SCTE Central Florida
 - Member Mixers
 - Golf Tournament and Business Fundamentals of Golf
 - STEAM Toy Drive supporting local organization



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BONUS:

Fall in Love with The WICT Network

- Office Membership Drive
- Board Meeting
- Member Mixer Close to the Office

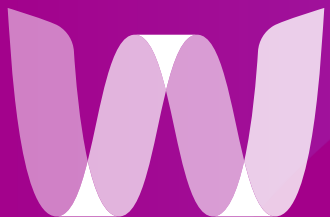


Scan to Join



*You're the heart of our
Florida Chapter!*

EMAIL US AT WICTFLORIDA@GMAIL.COM



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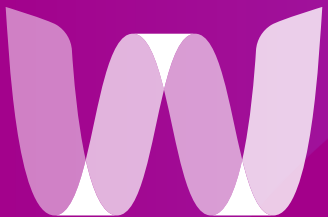
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Connect with and Contact us!

- Website: <https://www.wict.org/florida-chapter/>
- LinkedIn: <https://www.linkedin.com/groups/3686842/>
- Facebook: <https://www.facebook.com/wictfl>
- Twitter: <https://twitter.com/WICTFL>
- Instagram: [@wictflorida](https://www.instagram.com/wictflorida)

Questions or more information? Please reach out to us:

Sadie Molinet, Sadie.Molinet@Charter.com or wictflorida@gmail.com

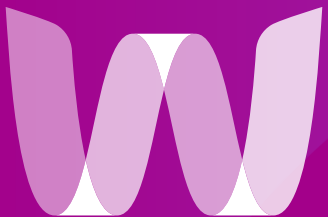


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Q&A

*Thank you for your time &
engagement!*



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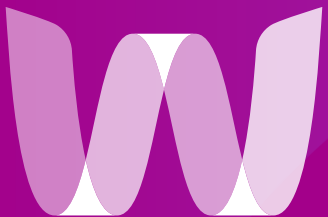
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Programming Expectations

14 Actions for Chapter Programming

S P I E

SCAN PLAN IMPLEMENT EVALUATE

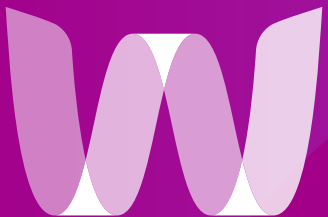


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SCAN

1. Thoroughly Review and Discuss The WICT Network Chapter Program Guidelines
2. Coordinate with Key Stakeholders
3. Attend The WICT Network Global Programming Webinar
(Recording of the webinar will be posted to the Chapter Leader Resource Directory.)
4. Connect with Other Chapter Leaders
5. Consult Chapter Advisors and Corporate Stakeholders



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PLAN

6. Appoint a Programming Committee

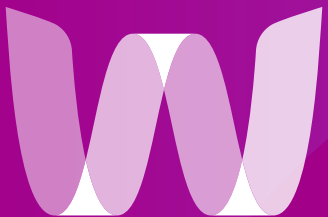
7. Focus on Program Outcomes

**Tie takeaways to Touchstones*

8. Incorporate At Least Two Virtual Learning Events into Your Calendar

9. Refer to the Event Planning Guidelines

(Available on the Chapter Leader Resource Directory > Chapter Leadership > Programming Folder)



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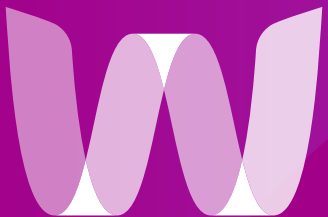
PLAN

Reminder: Include a photo/video disclaimer for your programs and events.

“We want to notify you in advance that by attending, you understand and agree that your voice, image and person may be used in accordance with the program or promotion.”

Reminder: We recommend putting language in your marketing promotions to encourage their members to use their personal devices when they have restrictions.

“If the Zoom platform is not approved by your company, please be sure to use your personal device for this event.”



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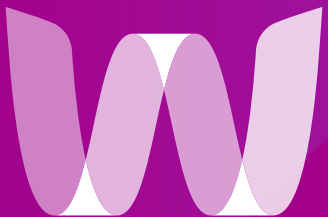
IMPLEMENT

10. Coordinate promotional materials with Global prior to distribution via chapters@wict.org.

11. Follow chapter approval process.

12. As appropriate, expand your programming into other states, areas or locations to broaden membership outreach.

13. Use program summary template.



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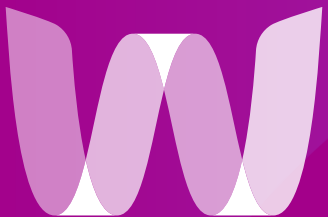
EVALUATE



14. Survey your members!

For future use, here are some free survey tools that chapters can sign up for:

- [Google Forms](#) (unlimited questions and responses)
- [Microsoft Forms](#) (unlimited questions and responses)
- [SurveyPlanet](#) (unlimited questions and responses)
- [Qualtrics Free](#) (up to 15 questions and 100 responses)
- [SurveyMonkey Free](#) (up to 10 questions and 40 responses per survey)



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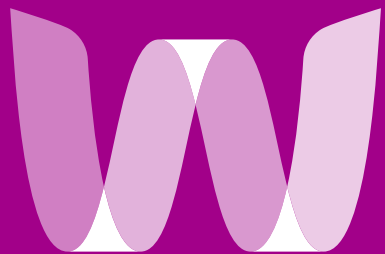
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BONUS

- Offer program scholarships to attend applicable chapter or global events.



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SPIE

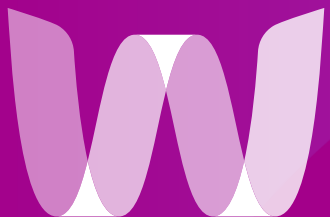
SCAN

PLAN

IMPLEMENT

EVALUATE

The WICT Network – Greater Philadelphia 2023 Programming Look Behind



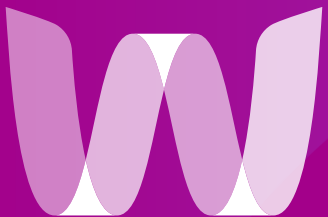
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The WICT Network – Greater Philadelphia

2023 Programming Look Behind

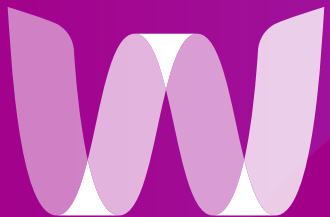
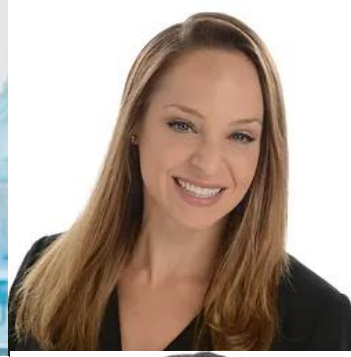
- Allyship N Action
- Networking With WICT @ Termini Bros
- Mindful Leadership In The Modern World
- Women Thriving in Male Dominated Industries
- Tech It Out: Technology Today, Limitless Impact
- Networking With WICT @ El Techo
- Fall Into Networking With WICT & NAMIC
- WICT Philly Gives Back
- Story Time To Spark Your Growth, Journey & Resilience
- My Climb Up The Corporate Ladder & YE Empowerment Celebration



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The WICT Network – Greater Philadelphia

2024 Programming/Mentorship Look Ahead



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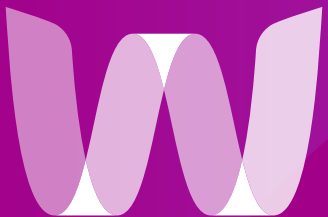
The WICT Network – Greater Philadelphia

What Worked Well?

- ☐ Out-The-Box Thinking
- ☐ Partnerships (Internal & External to the Board)
- ☐ WOM and Social Media Engagement
- ☐ TEAMWORK

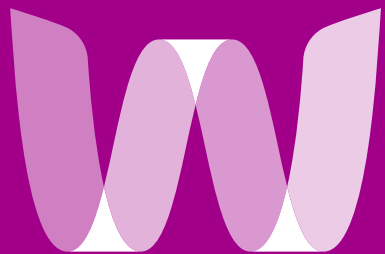
Areas of Opportunity?

- ☐ Building Alignment & Creating Synergies
- ☐ Partnerships (Internal & External to the Board)
- ☐ WOM and Social Media Engagement
- ☐ TEAMWORK



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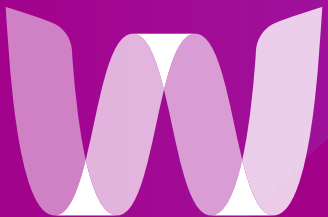
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DISCUSSION

Standout Programs:

- Rocky Mountain – “Perspective Empowerment: Insight from the Enneagram Workshop”
 - Four-part series, focused on your unique perspective
- Carolinas – “Let’s Talk”
 - Combines short, powerful videos with guided conversations
- Heartland – “Over Developed Under Promoted”
 - Collaborative effort with Florida, Great Lakes, Greater Chicago, New England and Pacific Northwest



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The WICT Network Global 2024 Programs & Chapter Blackout Dates

Executive Development Series (EDS)

- Executive Leadership Presence
- Leading Through Transition **NEW!**

April 3 - 4

April 2 - 4

The Signature Awards Luncheon

April 19

Executive Development Series (EDS)

- Executive Leadership Presence
- Leading with Power and Authenticity

September 11 - 12

September 11 - 13

Leadership Conference

October 20 - 21

Betsy Magness Graduate Institute (BMGI)

November 14 - 15



**The WICT
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Executive Development Series

Spring Sessions in San Diego, CA

Executive Leadership Presence: April 3 – 4, 2024

Leading Through Transition: April 2 – 4, 2024

- Deadline to request to hold seats for April scholarship recipients is February 9, 2024.

Fall sessions in Nashville, TN

Executive Leadership Presence: September 11 – 12, 2024

Leading with Power and Authenticity: September 11 – 13, 2024

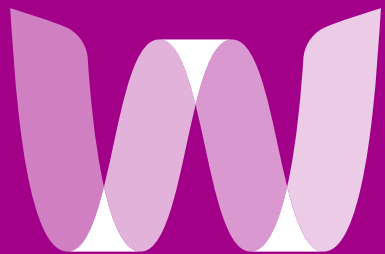
- Deadline to request to hold seats for September scholarship recipients is May 31, 2024.

Notify Megan Marksberry @mmarksberry@wict.org



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Q&A

Model Chapter Business Plan

Chapter Programming Calendar

Programming Lists

Program Quality

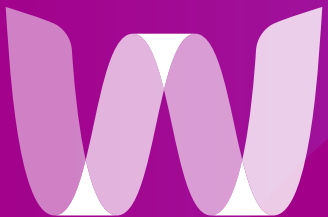
Program Curriculum

Tech It Out/STEM Program

Chapter Mentoring Program

Chapter Networking

Program Attendance Submission



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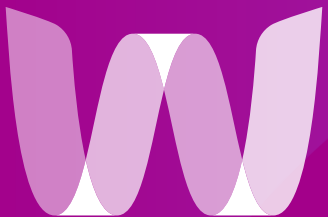
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Chapter Programming Award

Your chapter program year will be evaluated based on the following criteria:



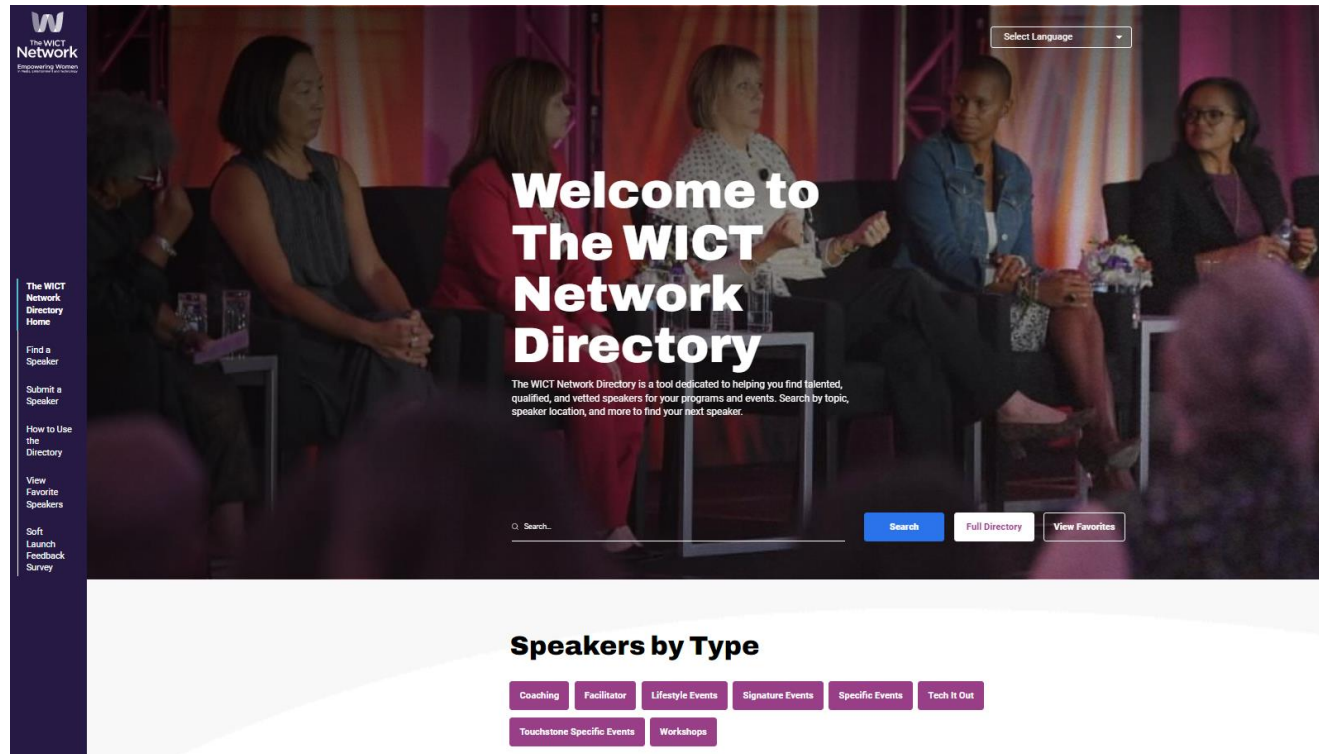
- Creative and fresh program ideas
- Innovative approaches to help attendees get the most out of the program content
- Program attendance
- A program year reflecting diverse topics and program formats
- How effectively your programs reflect and support The WICT Network mission



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Speaker Directory

<https://speakers.wict.org/>



The screenshot shows the homepage of the WICT Network Directory. The header features the WICT Network logo and a navigation menu with links: Home, Find a Speaker, Submit a Speaker, How to Use the Directory, View Favorite Speakers, and Soft Launch Feedback Survey. The main content area has a large banner with the text "Welcome to The WICT Network Directory" and a sub-header: "The WICT Network Directory is a tool dedicated to helping you find talented, qualified, and vetted speakers for your programs and events. Search by topic, speaker location, and more to find your next speaker." Below this is a search bar with a "Search" button and links to "Full Directory" and "View Favorites". A "Select Language" dropdown is also present. At the bottom, there is a "Speakers by Type" section with buttons for Coaching, Facilitator, Lifestyle Events, Signature Events, Specific Events, Tech It Out, Touchstone Specific Events, and Workshops.

Recently Added Speakers



Megan Miller

Intentional Living Expert
Megan Miller

Coaching

Facilitator

Lifestyle Events

Signature Events

Specific Events

Touchstone Specific Events

Workshops



Temeka Easter Rice

Strategist
The Joy Group

Coaching

Facilitator

Lifestyle Events

Signature Events

Specific Events

Touchstone Specific Events

Workshops



Ciji Townsend

Chief Motivator
Balanced Not Busy

Coaching

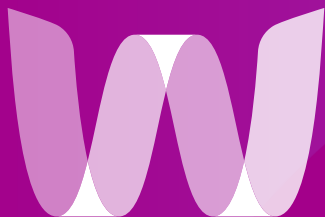
Signature Events

Specific Events

Touchstone Specific Events

Workshops

See more ↓



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Supporting Materials

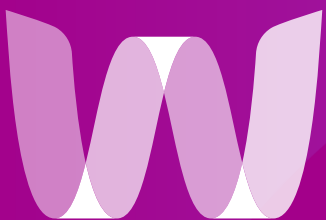
Program and Event Documents on the Chapter Leader Resource Directory:

(The Chapter Leader Resource Directory > Chapter Leadership > Programming Folder)

- Event Planning Guidelines
- Schedule of 2024 WICT Global Events
- Virtual Platforms Handout

Additional Resources on our Website:

- [Online Learning Library](#)
- [Online Speaker Directory](#)



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Final Notes

For inquiries about The WICT Network Global leadership development programs, please contact us at events@wict.org, or:

Jessa Cooke

VP, Educational Programs

jcooke@wict.org

Jason Brown

AVP, Program Operations

jbrown@wict.org

Megan Marksberry

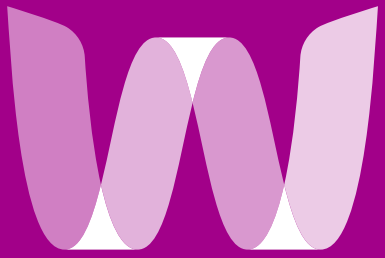
AVP, Program Administration

mmarksberry@wict.org



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Thank you for joining us.

**We look forward to a
successful 2024!**