

1. Event Details

Fri Oct 23, 2015 07:45 AM - Fri Oct 23, 2015 02:00 PM

The Fairmont Waterfront Hotel - Waterfront Ballroom. 900 Canada Place Way. Vancouver, B.C.

Full URL: <http://weballiance.ca>. **Shortened link:** <http://bit.ly/1Tpieef>

Twitter: <http://twitter.com/theWebAlliance>

Facebook: <http://Facebook.com/TheWebAlliance>

2. Blurb

B.C.'s economy needs more women leaders — in business, on boards and in growing industries.

The inaugural forum in October 2014 highlighted opportunities here in B.C. to support women in business and to advance the conversation into action strategies for economic growth. Most importantly, it resulted in feedback to create "Women as a Catalyst for Growth: A B.C. Action Plan" which outlines practical recommendations for government, business and individuals to shape policy and ultimately create change.

In order to increase the economic growth and impact of women in B.C. and Canada, the key recommendations in this action plan include:

Promote and advocate diversity

- Champion women
- Foster positive & self affirming mindsets
- Incorporate a diversity focus in early education
- Activate men

To ensure the successful implementation of this action plan, we need organizations and individuals to take action now. These combined actions will propel us towards sustained social and cultural changes. The result will be greater economic growth through the promotion of gender diversity in leadership and throughout our workforce in B.C. and in Canada. The time for action is now!

WHY ATTEND?

- Discuss and commit to your plan of action while seated at industry specific tables.
- Engage with men, women, government and corporations to committing to advancing women in senior leadership.
- Help to grow the economic impact and outcomes for women in BC and contribute to the growth of our provincial economy and beyond.

Join the leaders - men and women in your community - in a powerful and engaging working forum.

3. Twitter

Creating Buzz + Selling Tickets

Please follow the WEB Alliance on twitter and tweet about the event prior to October 23th and include the below hashtags:

Twitter handle: @TheWebAlliance

Hashtags: #econwomen #WEBAllianceBC #BCEF2015

Sample tweets

EARLY BIRD:

The Earlybird Deadline for #econwomen is Aug 31st! BC Economic Forum presented by @DeloitteCanada : <http://weballiance.ca>

Have your say on women & BC economic growth at 2015 BC Economic Forum. Earlybird tix til Aug 31st!: <http://weballiance.ca> #econwomen

Have you registered for the BC Economic Forum presented by @DeloitteCanada? Earlybird deadline Aug 31st!: <http://weballiance.ca> #econwomen

GENERAL UPDATES:

Business & community #leaders gather Oct 23 to make real change. #women <http://weballiance.ca> #econwomen @TheWebAlliance

Calling all BC #business & #community leaders. We want your input at the BC Economic Forum presented by @DeloitteCanada Oct 23. <http://weballiance.ca>

Women + economic growth. Join us & plan to make real change in BC <http://weballiance.ca> #econwomen #WebAllianceBC

New strategies for economic growth are needed, ones that keep women leaders in mind. BC Economic Forum presented by @DeloitteCanada <http://weballiance.ca> #econwomen

Mark you calendars!, the 2015 BC Economic Forum by @DeloitteCanada is October 23rd <http://weballiance.ca> #econwomen #Vancouver #Canada

- Oct 23, discuss and commit to a plan of action while seated at industry specific tables to advance women in every sector. Join us <http://weballiance.ca> #econwomen
- BC Economic Forum: Women as a catalyst for growth presented by @DeloitteCanada Oct. 23 <http://weballiance.ca> #econwomen #WebAllianceBC
- Help to grow the economic impact and outcomes for women in BC and contribute to the growth of our provincial economy and beyond. Join us: <http://weballiance.ca> #econwomen #Vancouver
- Oct. 23 BC Economic Forum: Women as a catalyst for growth <http://weballiance.ca> #econwomen #Vancouver
- Oct 23, join us for the BC Economic Forum: #Women as a catalyst for growth presented by @DeloitteCanada. Register: <http://weballiance.ca> #WebAllianceBC #econwomen
- @TheWebAlliance & @BoardofTrade host the BC Economic Forum for Women presented by @DeloitteCanada Oct 23: <http://weballiance.ca>#econwomen
- BC Economic Forum: Women as a Catalyst for Growth presented by @DeloitteCanada is a Participant driven event. Join us, Oct 23, 2015 <http://weballiance.ca> #econwomen
- #Vancouver Limited tix left for BC Economic Forum: Women as a Catalyst for Growth Oct 23. Share your voice! <http://weballiance.ca> #econwomen
- 2014 #econwomen highlighted opportunities here in B.C. to support women in business help advance the conversation into action strategies for economic growth: <http://weballiance.ca> #BCEF2015
- #BCecon needs more women leaders. Join an imp.discussion @ B.C. Economic Forum Oct 23: <http://weballiance.ca> #econwomen

Oct 23 @BoardofTrade w/ Van women org's #WebAllianceBC host BC Economic Forum: Women as a catalyst for growth presented by @DeloitteCanada <http://weballiance.ca>

BC Economic Forum: Women as a Catalyst for growth in senior leadership, entrepreneurship & emerging sectors: <http://weballiance.ca> #YVR

BC Economic Forum focusing on positioning women for economic success. Oct 23. Get involved: <http://weballiance.ca> #econwomen #WebAllianceBC

LEADERSHIP:

#BCecon needs more women in business, on boards, in growing industries. Men play an important role as mentors and champions: <http://bit.ly/1Tpieef> #econwomen

What role should men play in supporting more women into leadership? Join the conversation @ the BC Economic Forum: <http://weballiance.ca> #econwomen

October 23rd, 2015, engage with men, women, government and corporations to committing to advancing women: <http://weballiance.ca> #econwomen

There are structures in place to enable women to succeed, what role should men play in supporting more women into leadership? <http://weballiance.ca> #econwomen

How to encourage more women to become leaders? Join the movement: <http://weballiance.ca> #econwomen

BC Economic Forum will focus on increasing representation of women decision-making roles: <http://weballiance.ca> #YVR

The ceiling seems to have been broken by some women, but that doesn't mean it isn't still there; what else need to be done: <http://weballiance.ca> #econwomen #Vancouver

Why are there too few #women leaders? Men and women will talk about solutions @ the BC Economic Forum <http://weballiance.ca> #econwomen

How can industry & business increase women's rep on corporate boards? Join the conversation: <http://weballiance.ca> #econwomen

The key to get more women in leadership, entrepreneurship and emerging sectors is getting men involved. Join us! <http://weballiance.ca> #econwomen

BC's economy needs more women leaders - in business, on boards + in growing industries. Attend the 2015 BC Economic Forum: <http://weballiance.ca> #econwomen #YVR

On Oct 23, take action to promote more women on CDN boards. BC Economic Forum: <http://weballiance.ca> #econwomen #WebAllianceBC

Join leaders and influencers and support the next generation of women leaders. Register for #BCEF2015 : <http://weballiance.ca> #econwomen

BC Economic Forum: Women as a Catalyst for growth. An effort to inspire a new generation of male and female leaders: <http://bit.ly/1Tpieef> #econwomen

BC Women, powerful role models & corporate leaders. BC Economic Forum: Women as a Catalyst for Growth by @DeloitteCanada <http://bit.ly/1Tpieef> #econwomen

DIVERSITY:

BC cannot succeed in an increasingly global & knowledge-based economy w/out the full and active participation of women: <http://bit.ly/1Tpjeef> #econwomen

How Men Can Help Women Flourish as Business Leaders - Many organizations are leading the way. Join the conversation: <http://bit.ly/1Tpjeef> #econwomen

BC needs workplace diversity for women in senior leadership, entrepreneurship, skilled trades + emerging sectors: <http://weballiance.ca> #econwomen

How to increase representation of women in leadership, entrepreneurship & emerging sectors? BC Economic Forum: <http://weballiance.ca> #econwomen

Workplace gender diversity will contribute to BC economic competitive edge. BC Economic Forum: <http://bit.ly/1Tpjeef> #econwomen by @DeloitteCanada

NON-TRADITIONAL & EMERGING SECTORS:

BC needs more senior leaders in different industries. BC Economic Forum: Women as a Catalyst for Growth <http://weballiance.ca> #econwomen

Women play an important role in BC's economy. Let's create opportunities to prosper in every sector <http://bit.ly/1Tpjeef> #econwomen

How can we recruit and retain more women in science, technology, engineering, and math (STEM)? Join the conversation: <http://weballiance.ca> #econwomen

4. Facebook / LinkedIn

SHARE AN IMAGE ON FACEBOOK (Sample images shown).



BC needs more women:
 Business leaders In emerging sectors
 Board members All of the above

2015 BC Economic Forum:
WOMEN AS A CATALYST FOR GROWTH
October 23, 2015 weballiance.ca #econwomen

Hashtags:

#econwomen

#WEBAllianceBC #BCEF2015

WOMEN
ARE
CATALYSTS
FOR
GROWTH

Join the conversation on
October 23 at the
2015 BC Economic Forum
weballiance.ca #econwomen



INSTRUCTIONS TO POST IMAGE:

See attached jpeg image in the email and upload to your facebook page. Add a caption with a link to: <http://weballiance.ca>

CAPTION: BC leaders gather October 23, 2014 for the BC Economic Forum: Women as a Catalyst for Growth presented by Deloitte. Join The Web Alliance, The Vancouver Board of Trade – Women’s Leadership Circle (WLC), and partners as we discuss the issues and make recommendations for change.

SAMPLE POST:

The WEB Alliance and The Vancouver Board of Trade are hosting “BC Economic Forum: Women as a catalyst for growth presented by Deloitte on October 23th at the Fairmont Vancouver Hotel. Join hundreds of business leaders, entrepreneurs and representatives of non-traditional or emerging sectors as we discuss and recommend changes to place women at the forefront of BC economic growth. Early Bird rate tickets are available until August 31st, 2015. Details: <http://weballiance.ca>

5. Newsletter or Email

BC Economic Forum: Women as a Catalyst for Growth presented by Deloitte
October 23, 2015 | Fairmont Waterfront Hotel, Vancouver

As a representative of the [WEB Alliance](#) – a collective of women’s business organizations – I am reaching out to invite you to an event that we are hosting together with The Vancouver Board of Trade. The [BC Economic Forum: Women as a Catalyst for Growth presented by Deloitte](#). It will be held on Friday, October 23, 2015 at the Fairmont Waterfront Hotel - Waterfront Ballroom, 900 Canada Place Way. Vancouver, B.C. Designed to bring the voices together of BC entrepreneurs, business leaders and representatives of emerging sector sharing recommendations to support women in business and economic growth in BC. I would love for you to attend and believe there is great value in contributing your thoughts and voice to the discussion. The deadline for the Early Bird offer is August 31st, so register now and take advantage of the discount!

Here are a few more details:

Purpose: A follow up event to implement an action plan to support women in business resulting in economic growth in B.C.

Audience: Influencers in business and people interested in increasing their value through growing the economic impact of women (At least 30% men to attend)

Event Details:

Organizing partners include: The WEB Alliance and the Vancouver Board of Trade – Women’s Leadership Circle (WLC)

Deliverables:

- How to support women to achieve growth
 - Government
 - Business
 - Individuals

Don’t miss out on the opportunity to participate and to have your voice heard through this highly engaging and interactive event. For more information and to register: <http://weballiance.ca> or copy and paste this URL into your web browser: <http://bit.ly/1Tpieef>

We also encourage you to spread the word to other members of your network (men and women) who may be interested.

Thank you.