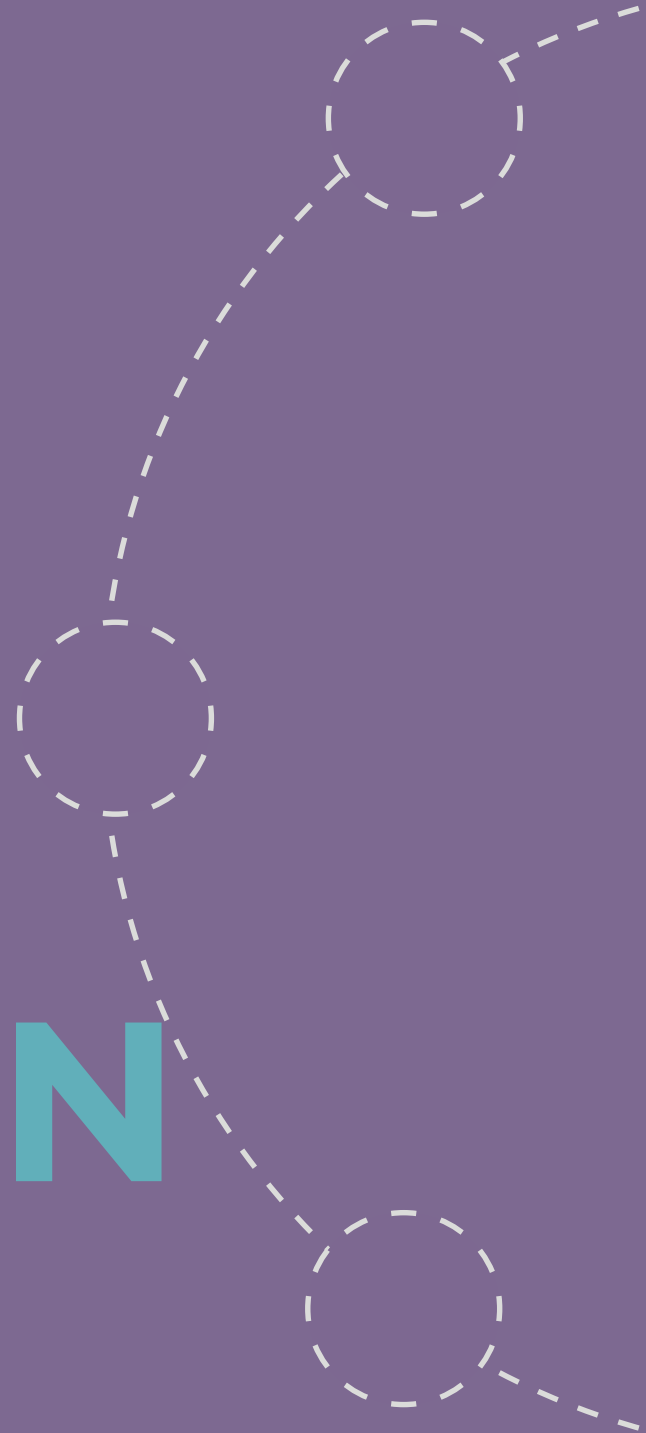


LOCAL

**MEET LOCALLY.
LEARN SOCIALLY.**

LONDON

**PARTNERSHIP
PROSPECTUS**



LETTER FROM THE CEO



“For over 71 years, the Society of Women Engineers (SWE) has had a mission to remain an advocate and network of support for women in engineering and technology. SWE conferences play a vital role in advancing the Society’s mission and provide a strong backbone to the community of women in engineering. Women from around the globe use these conferences as a platform to further their careers through professional development and to expand their networks with like-minded women.

Year after year we look for more ways to bring the benefit of SWE conferences to women—wherever they are. Launching in 2015, WE Local conferences allowed us the opportunity to bring the Society’s Annual program (on a smaller and more intimate level) right to our members’ backyard. Hundreds of attendees benefit from networking with peers and organizations right in their local area.

WE Local provides SWE the opportunity to bring mentorship, comradery and career building to an even greater number of women in engineering. Feedback from attendees has allowed us to evolve the format and create a program that works for our attendees at all career and life stages. The format also offers our partners a formula for sharing professional development content and recruiting high caliber talent.

WE Local continues to be a powerful way for women in engineering and technology to connect throughout the world amid the pandemic. WE Local Europe 2021 welcomed hundreds of women and men to its virtual conference, and it was supported by partners and contributors from across the globe. In 2022, we will continue to “meet locally and learn socially” with in-person events.

Sincerely,

A handwritten signature in black ink that reads "Karen Horting".

Karen Horting, CAE
Executive Director and CEO
Society of Women Engineers

SWE is a Community Like No Other

The Society of Women Engineers (SWE) is pleased to announce its 7th annual WE Local Europe conference. WE Local Europe will take place in London, England on the 25-27 May 2022 at the Sheraton Grand London Park Lane.

WE Local Europe is centered around professional development, providing an opportunity for women engineers to come together to engage in breakout sessions, be inspired by keynote speakers and meet other professionals in the field. For years, the WE Local Europe conference has attracted hundreds of attendees from more than 26 countries across Europe, ranging from students to management- and executive-level roles.

As a partner of WE Local Europe, you will have the opportunity to promote your organization, provide professional development opportunities to your employees and reach women at various career stages. You will also play an essential part in growing this powerful event for women in engineering and technology. In 2021, 18 partner organizations joined us at WE Local Europe Virtual Conference, including ABB, Air Products, Apple, Aveva, Bechtel, Caterpillar, CNH Industrial, Cummins, ExxonMobil, FM Global, Halliburton, IBM, Intel, John Deere, JPMorgan Chase & Co., Keysight Technologies, MathWorks, and Texas Instruments. Join these engineering and technology leaders in their support of SWE and discover the variety of partnership opportunities available.

For inquiries, please contact Monica Mizzi, Senior Manager, Strategic Partnerships, SWE at monica.mizzi@swe.org

ABOUT SWE

For over seven decades, SWE has been and continues to be the leader in giving women engineers and technologists a unique place and voice within the industry. We are centered around a passion for our members' success and continue to evolve with the challenges and opportunities reflected in today's exciting engineering and technology specialties.



SWE'S MISSION

Empower women to achieve their full potential in careers as engineers and leaders, expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.

Learn more at swe.org

Join the Society of Women Engineers (SWE) for the WE Local season. WE Local conferences bring women (and male allies) of all disciplines and stages of their career and education together for two days of professional development breakout sessions, inspirational speakers and networking opportunities.

View WE Local's complete history online at welocal.swe.org/about/we-local/



LONDON

EUROPE

25 - 27 MAY 2022

LEARN MORE AT
WELOCAL.SWE.ORG/LONDON

WE LOCAL EUROPE 2021 BY THE NUMBERS

32 

**PROFESSIONAL DEVELOPMENT
SESSIONS**

14 

**NETWORKING EXHIBITION
EXHIBITORS**

 **65**

**ORGANIZATIONS
REPRESENTED**



14

**ADVISORY
BOARD MEMBERS**

730+

**ATTENDEES AT
THE CONFERENCE
AND NETWORKING
EXHIBITION**

PACKAGES

	PLATINUM £10,000 [Limit: 2]	GOLD £7,500 [Limit: 6]	SILVER £5,000 [Limit: 12]
PRE-EVENT			
Recognition on website	✓ (Logo w/ hyperlink)	✓ (Logo w/ hyperlink)	✓ (Logo w/ hyperlink)
Recognition on mobile app	✓ (Name Listed)	✓ (Name Listed)	✓ (Name Listed)
Recognition in conference marketing materials	✓ (Logo)	✓ (Logo)	✓ (Logo)
Recognition in individualized SWE social media posts	✓ (2 Posts)	✓ (1 Post)	
ONSITE			
Two-minute address at Opening or Closing Keynote (First come, first served basis; two partners per event)	✓		
Complimentary delegate passes to all conference activities (Keynote Sessions, Professional Development Sessions, Lunches, Networking Exhibition and Tour)	✓ (8)	✓ (6)	✓ (4)
Networking Exhibition table space with tabletop sign	✓ (2 Tables and Premier Location)	✓ (1 Table and Premier Location)	✓
Special discount for individual employee registration	✓ (20%)	✓ (15%)	✓ (10%)
Push notification via mobile app (1)	✓		
Recognition on event signage	✓ (Prominent)	✓	✓
POST-EVENT			
Recognition in post-event communication to all conference attendees	✓	✓	✓
Recognition in individualized post-event and 1 SWE social media post	✓	✓	
60-day access to unlimited job postings and resume database searches at SWE online career center (access is 30 days prior to conference and 30 days post event)	✓ CV from attendees that provide them at time of registration	✓ CV from attendees that provide them at time of registration	✓ CV from attendees that provide them at time of registration
ADDITIONAL RECOGNITION			
Recognition in mobile app, website, marketing materials	✓	✓	✓

ADDITIONAL PARTNERSHIP OPPORTUNITIES

NETWORKING LOUNGE SPACE: £5,000

[Limited to ONE partner]

Attendees will use this area to connect and recharge. Partner will get an opportunity to have representatives available in the lounge. Take advantage of an opportunity for connection and visibility during the entire conference.

- Prominent recognition as a partner at Networking Lounge (on-site)
- Two (2) complimentary conference registrations
- Special discount code (10% off) for additional individual registrations
- Recognition on conference website
- Recognition in conference marketing materials
- Attendee giveaway placed in the Networking Lounge (provided by the partner)
- Name listed on Mobile App

WELCOME RECEPTION: £3,500

[Limited to ONE partner]

- Opportunity to welcome the attendees with 2-minute remarks at the Reception
- Two (2) complimentary conference registrations
- Special discount code (10% off) for additional individual registrations
- Recognition on conference website
- Recognition in conference marketing materials
- Name listed on Mobile App

CONFERENCE REFRESHMENT AND LUNCH (2 days): £3,000

[Limited to TWO partners]

- Two (2) complimentary conference registrations
- Special discount code (10% off) for additional individual registrations
- Prominent recognition as a partner during coffee tea breaks and lunches
- Recognition on conference website
- Recognition in conference marketing materials
- Name listed on Mobile App

MOBILE APP: £2,500

[Limited to ONE partner]

- Two (2) complimentary conference registrations
- Special discount code (10% off) for additional individual registrations
- Prominent recognition as a Mobile App partner
- Recognition on conference website
- Mobile app push notification (1) as partner to all users. Language provided by partner by 1 April and subject to SWE approval.

CONFERENCE BADGE LANYARD:

£2,500 [Limited to TWO partners]

(Note: This category partner logo(s) and SWE logo will be printed on lanyards.)

- Partner logo will be printed on lanyards
- Two (2) complimentary conference registrations
- Special discount code (10% off) for additional individual registrations
- Recognition on conference website
- Name listed on Mobile App

NEW! PHOTO BOOTH: £2,500

[Limited to TWO partners]

Network with attendees in an interactive and unique way with this new sponsorship opportunity. Partnering organizations will have the opportunity to provide company branded props for attendees to utilize in snap shots, company logo included on each photo strip, and logo inclusion in marketing promotions, signage, and website. Up to (2) company representatives are allowed present at the photo booth at one time. SWE will share photos via the Europe Facebook page to encourage additional social sharing and recognition.

NEW! POSTER SESSION: £1,750

[Limited to TWO partners]

Students and early career professionals will present their innovative technology solutions and research in a poster format. In a highly trafficked area of the event, poster presenters will interact with attendees to answer questions about their abstract. The poster session partner will be featured prominently on signage in the poster session area. The partner will be recognized and invited on stage to present the award to the best poster presentation in the closing ceremony.

WE LOCAL TESTIMONIALS

“Our 4 engineers that attended WE Local in Berlin had rave reviews for that conference and their experience [...] The outcome from their attendance will help to establish a women’s network in the refinery in Germany.”

“Presenting to an audience of all lovely ladies on my favorite subjects, the interaction with them during the session and after, and attending the other lightening talks and presentations – all were fascinating!”

“Networking from the opening session to the end of the network tour is a highlight.”

“Every woman I talked to is sharing the same stalls and road blockers as I am facing in my career path. I received very good advice from participating in lightning talks and talking with other women from different industry or companies.”

“Despite cultural differences, women engineers generally appreciate the network and development opportunities a SWE conference provides.”





130 East Randolph Street, Suite 3500
Chicago, IL 60601

WELOCAL.SWE.ORG
[#WELocal](https://twitter.com/WELocal)