

WIMDI Prospective Speaker's Info Kit

Welcome to WIMDI's Prospective Speaker's Info Kit! We're excited that you're interested in speaking for us. This document will take you through everything you could ever want to know about working with us and set you up a great experience.

At A Glance

Information about our speaking engagements for the tl;dr set:

About the Community

Members: 4,000+
Established: 2015
Events per Year: 24

About Our Members

Industries: Tech, Mining, Engineering, Sciences, Finance, Law, etc
Seniority: Intermediate & senior leaders and individual contributors
Gender Identity: Women, trans men, and genderqueer, agender, intersex, two spirit, and non-binary folks

About Our Talks, Workshops & Webinars

Length: 45-minute talks (including Q&A)
Frequency: Monthly
Timing: Thursday evenings (5:30 - 7:30 PST)
Attendees: 40 - 200
Recorded: Yes
Topics: Non-technical, career & leadership-focused, narrowly tailored topics, highly practical and immediately applicable

What You Get*

Exposure : Promotion via our mailing list and social channels
Mailing List: Over 4,000 members
Social Media: Twitter, LinkedIn, & YouTube
Recording: A recording of your talk posted to our YouTube Channel
Coaching: Support from our speaker coach to refine your talk
Optional: Sharing your materials (articles, videos, books) on social

*At this time, we do not offer financial compensation to our speakers, as we do not charge for our events and run WIMDI without financial sponsorship.

WIMDI Speaking Opportunities

Interactive Webinars

Our webinars take place every four weeks throughout the year, on Thursday evenings from 5:30 – 7:30pm PST.

Our Interactive Webinar Events start with a short small-group networking activity, and end with community #WIMDIasks, with your talk in the middle. Your talk should be approximately 45 minutes in length (including Q&A time) and delivered lecture or workshop-style.

Audiences range in size between 40 and 200 women, depending on topic, time of year, and other events on the same day. Webinars are recorded and distributed for those who could not attend at the exact time of the webinar.

Our Audience

WIMDI's 4000+ member audience is made up of women in male-dominated industries such as (but not limited to):

- Tech
- Mining, oil & gas, geology, and the geosciences
- Engineering (civil, mechanical, electrical, chemical, biological, etc.)
- Finance
- Law
- Sales
- Accounting
- Sciences

Our members are intermediate and senior-level professional women working within a corporate workplace structure. Our members are both people managers and individual contributors.

Even though we love them, to keep our focus on serving our core audience well, WIMDI's members are not generally:

- Entrepreneurs
- Students or early-career professionals
- People working in unionized, military, or paramilitary-structured workplaces.
- Tradespeople

Speakers WIMDI Loves

We welcome speakers who are in a gender minority in a male-dominated field (women, trans men, and genderqueer, agender, intersex, two spirit, and non-binary folks).

We love speakers who are passionate and enthusiastic about sharing their knowledge. Our speakers are technical experts, managers, HR professionals, professional consultants, coaches, and people with subject matter expertise in career and leadership skills, to name a few. On a basic level, we work with speakers who have an idea that will help our community.

We don't expect you to have already delivered TED-worthy talks at stadium arenas, and we actually love working with people who have a message to get it ready for delivery. If you're still new to public speaking and are determined to make a go of it, we want to hear from you!

We have a strong vision for the types of talks we love to hear and we're excellent at helping speakers deliver great talks, regardless of experience level. All of our speakers get hooked up with our speaker coach who'll help you polish your talk and get it ready for the WIMDI stage.

Talk Topics WIMDI Loves to Do

All of WIMDI's resources -- online and in person -- focus on practical, actionable career and leadership skills. We care a lot about resources. We provide and aim to make sure each talk is immediately useful to our members. WIMDI talks fit the following criteria:

- **Talk content is career- or leadership-focused, non-technical, and industry non-specific.**
Because we serve women across a variety of industries, we make sure to stick to topics they all have in common: Building career and leadership skills.
- **We love talks that focus on specific issues women and minorities face.**
This includes talks that cover specific gendered challenges, industry norms and trends (and what they mean for women & minorities), and techniques for building more inclusive and diverse workplaces.
- **Not all talks have to include a gendered point of view.**
Lots of useful career skills are the same, regardless of gender, ethnicity, LGBTQIA2+ status, etc. Learning to understand company financial statements is helpful, regardless of gender.
- **The talk features clear & actionable advice, techniques, or skills that our audience can try, practice, and implement immediately.**
It's important we don't just tell our audience to take a certain action; we want to give them the roadmap for how to do it too.
- **We prefer topics to be narrow rather than broad.**
We'd rather do a deep-dive on one skill set than have a shallow overview of many skills. For example, we'd love a talk called "Giving Feedback to Your Team that Gets Results" way more than one called "Communication tips for Managers".
- **The ratio of time talking about the problems and the solutions is balanced.**
We've all been to too many talks where the speaker spends 90% of their time

developing the problem or pain points, and then throws a few tips in for good measure at the end.

Talk Topics WIMDI Doesn't Do

There are a few types of talks that WIMDI almost never hosts, unless a speaker has a particularly unique and innovative take on the topic. Those talks are:

- **Talks whose focus is inspiration-only.**
We want our audience to be fired up, but we know our members need more than just that.
- **Talks whose focus is sales-only.**
You're welcome to talk about you, your business, and what you do, but we want to make sure the goal of your presentation is to teach our audience, not sell them your service or product.
- **Panel discussions.**
These rarely offer what we aim to give our audience: Tangible how-to's and narrow-focused advice.
- **Individual career stories from successful women.**
Just like panel discussions, talks about individuals' career stories that discuss how one individual woman made it rarely offer the kind of tangible how-to's and narrow focus we try to provide our attendees.
- **Broad "10 tips for Women in Leadership"-style talks.**
We don't offer listicle-style talks that cover many topics quickly -- we'd much prefer a deep dive on one of those tips so we know exactly how to implement it.
- **The importance of mentoring or sponsorship.**
No woman with a pulse has missed the ubiquitous advice to get a mentor or sponsor. Our members know this stuff already. We're happy to have speakers come talk about the specifics of how to create those relationships (eg: "What to Say to Successfully Create a Mentoring Relationship with a Manager 3 Levels Above You"), but we're not interested in talks that go through the why.
- **Building your personal brand.**
These talks are incredibly common amongst women's groups and are usually too vague and too time consuming for the average professional women to apply to their careers. We're all for building personal brand, but we need the talk topic to be more targeted than this. Examples of targeted topics in this area that we *would* like are, for example, "How to prepare and submit your first conference talk proposal", or "How to develop a reputation as a thought leader in your industry without it becoming your full-time job").
- **Personal Finance/Investing**
This is useful information for women, but it's not career-focused enough for us. Learning about RRSPs and the difference between stocks, bonds, and mutual funds won't help women lead better or get promoted.
- **Talks with gender essentialist or TERF-y (Trans-Exclusionary Radical Feminist) themes**
WIMDI doesn't ascribe to the idea that gender is inherently biologically rooted. As a result we don't offer talks that rely on the idea that gendered traits (eg: EQ,

communication skills, etc) are fixed, innate, or intrinsic -- regardless of whether these traits are framed positively.

What Speakers Get from WIMDI

We want our relationships with our speakers to feel win-win, so we work hard to treat our talent well. If you speak with WIMDI you'll:

- **Make new connections.**
Whether it's client leads, new recruits or a new circle of pals, you'll meet like-minded, downright awesome women/folks who want to accelerate their careers.
- **Expand your profile.**
We'll promote your event to our large membership via our mailing lists and social media in the four weeks leading up to your talk. If available, we also typically share a few related articles written by our speaker on our social accounts to help them get even more reach and exposure.
- **Sharpen your presentation skills.**
Our speaker coach will help you deliver a talk you're proud of and make you an even better speaker than before (you know, in case you do have a TED Talk on the horizon!). Many of our speakers say that the time and care we put into refining their talks is priceless and the best part of working with us.
- **Have a Blast!**
Our WIMDI audiences are, simply put, damn fantastic. WIMDI members are incredibly engaged and attentive -- the kind of audience a speaker dreams of. And they know to use Q&As for questions (not comments!). Woo hoo!

Speaker Compensation

One thing we think it's important to be upfront about is that we don't pay our Speaker Series speakers. Speaker Series events are free because we want our resources to be available without barriers to as many women as possible. We provide these amazing resources through the power of awesome volunteers, super-generous corporate hosts, and speakers who lend us their talent. Overall, we are a slightly money-losing venture with only one budget line item: Name Tags.

Although we don't have budget to pay our speakers, we try our best to give our speakers an amazing experience. We're happy to help you share your knowledge with our community and want to make sure you get the opportunity to network with potential clients, or maybe recruit your next hot-shot employee!

How to Apply

Please fill out our application form and one of our volunteers will get in touch to discuss potential opportunities.

Apply at wimdi.com/speak