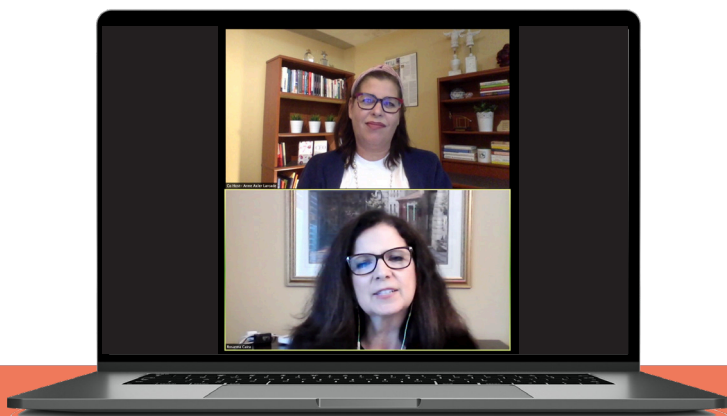




**WOMEN** IN  
**TOURISM**  
& HOSPITALITY

## WOMEN IN TOURISM & HOSPITALITY 2021 VIRTUAL SUMMIT

### PARTNERSHIP OPPORTUNITIES



Oct. 5, 2021, 11 a.m. EST to 2 p.m. EST



# FUTURE FORWARD: EMERGING STRONGER

In 2016, hospitality industry leaders Rosanna Caira and Anne Larcade had a bold vision to leverage their global connections and launch WITHOrg.com and the Women in Tourism and Hospitality Summit (WITH). The two women decided the time was right to launch the first WITH Summit in 2017. Along with Katie Taylor, chair, Royal Bank of Canada and former president and CEO of Four Seasons Hotels, who lent her strong voice, perspectives and support as honorary chair, and an impressive Advisory Board, comprised of a cross section of the industry, WITH's goal is to advance women and promote gender equality.

With statistics showing that diversity increases the profitability of companies, and is the right business decision, there's no reason gender equality can't happen. But we believe it shouldn't take 200 years to achieve. Success needs to be measured year over year. We invite you and your company to be part of the change and part of this important movement.

WITHOrg advocates, champions, and creates a platform to disrupt the industry by sharing best practices, best policies, and best ideas while creating business opportunities to advance gender equality, diversity and inclusion. Tourism and Hospitality is a significant global eco-system and by linking

together, we can be a powerful force for social change in our day-to-day business dealings. In doing so, we help to create a better world.

Together we help advance women in decision-making positions, control resources, and shape companies, policies, and perspectives.

Women's potential is worth investing in and the people and organizations working to improve women's lives are, too.

The annual Summit encourages WITHOrg members to share business strategies, experiences, and goals with people from all over the world. Learn from interactive panels workshops, and thought-provoking keynote speakers who inspire and motivate.

You will feel the impact the WITHOrg movement and community have on attendees and the issues facing our industry. WITH unites and ignites our industry to achieve and measure progress in the following areas:

- Wage equality
- Diversity and opportunities for advancement
- Zero Tolerance on Sexual Harassment

WOMEN<sup>IN</sup>  
TOURISM  
& HOSPITALITY





# STATS AT A GLANCE

**293K**

In March 2020, employment among women aged 25 to 54 years fell by 293,000 jobs, more than twice the decrease among men. *Toronto Star*, July 27, 2021

**51%**

Women accounted for 51 per cent of the full-time jobs lost in March and April 2020 due to the pandemic. And women made up two-thirds of the part-time workforce, which shed jobs even faster. *Toronto Star*, July 2021

**90%**

of delegates polled at the 2019 Summit say they prioritize gender diversity

**90%**

of delegates polled want to access mentors or sponsors

**48%**

are currently either a mentor or sponsor

**42%**

say their companies have programs in place





# WHY ATTEND

With a strong roster of speakers, thought-leader and immersive panels and Master Classes, we all come together in 2021. Empowering diversity and closing the gender leadership gap are imperative for companies and women who want to perform at the highest level and increase profitability. It's an exciting time for companies to move the needle and advance women.

Come with an open mind and leave ready to deploy new strategies and build new skills. Measure success and new business. Be inspired, connect with like-minded individuals, grow your business, and celebrate the energy of our global community.

WITHOrg believes in giving back. We believe in social responsibility as an integral part of our movement and community. Fostering equality is about making sure everyone has access to opportunities, regardless of gender, nation, or the family circumstances they are born into.

# WHO SHOULD ATTEND?

CEOs  
Chefs  
Consultants  
Cruiseship executives  
Developers  
Educators  
Foodservice owners/operators  
Hotel owners/Operators/Executives  
Industry analysts  
Managers  
Owners  
Partners  
Presidents  
Senior Executives  
Students  
Thought Leaders  
VP and Directors

WITHORG welcomes people of all orientations, physical abilities, gender, and backgrounds.

The WITH Summit brings together interdisciplinary global thought leaders from the executive ranks of hotels, foodservice operations, airlines, cruiseships, lenders, brokers, consultants, finance, human resources, legal, development, design and architecture, and the supply chain. This amazing pool of leading talent comes together annually to connect, learn, increase B-to-B business opportunities, and grow personally and professionally.

# SPONSORSHIP OPPORTUNITIES

## CUSTOM PACKAGE

**\$15,000**

For companies looking to make a special statement and to stand out from the crowd, we offer a completely tailored sponsorship package.

	PLATINUM SPONSOR (\$12,500)	KEYNOTE SPEAKER SPONSOR (\$10,000)	GOLD SPONSOR (\$5,000)	SILVER SPONSOR (\$4,000)	AWARDS SPONSOR (\$4,000 per award)	BRONZE SPONSOR (\$2,500)
Opportunity for VIP to address audience from the podium	✓	✓	✓			
Corporate logo on WITHorg.com and all promotional materials and signage, including	✓	✓	✓	✓		✓
Acknowledgement and thanks at the event	✓	✓	✓	✓	✓	✓
Awards presentation on stage					✓	
Company logo featured on virtual presentation	✓	✓	✓	✓		✓
Logo on e-mail blast to digital subscribers and on WITHorg.com website	✓	✓	✓	✓	✓	✓
Access to delegate list	✓	✓	✓	✓	✓	✓
Tickets to the event	8 tickets	8 tickets	4 tickets	2 tickets	2 Tickets	2 Tickets

Our sponsors include leading hospitality companies that make gender equality and diversity cornerstones of their successful business operations.

SPONSORSHIP represents a financial commitment and a vote of confidence in the experts, advocates and thought leaders working on these issues and opportunities.

Gender Equality can't wait and people in positions of leadership can act now by sponsoring and attending Summit 2021.

BY INVESTING in WITH — both in time and resources — you and your company become part of a global movement making a difference in the lives of women, while positively influencing the advancement of women.

## HERE'S A SAMPLING OF SOME OF OUR PAST SPONSORS.

Foodbuy

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GROUPE  
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HÔTELS

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ACCOR HOTELS  
Feel Welcome

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HOTELS & RESORTS



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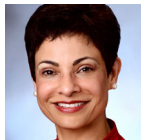


**Elizabeth  
Pizzinato**  
Chief Marketing  
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Newport Private  
Wealth Management

# TESTIMONIALS

“

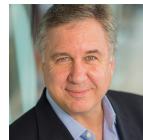
I have had the privilege to speak at the first two WITHOrg conferences and have witnessed first hand the tremendous impact the conference has had on the careers of participating women. They are inspired by the journey and stories of other successful women and leave with a sense of ownership to excel at their own careers and inspire others



**Shelmina Abji**  
*Empowerment  
Speaker, Girl Up,  
Former VP, IBM*

“

The WITH Summit is very worthwhile for both its inspirational speakers and relevant breakout sessions. I find it broadens my perspectives on advancing women in our industry, thus making me a more effective and inclusive hospitality leader. Importantly, the Summit is as pertinent to men who want to advance our industry as it is to women.....



**Don Cleary**  
*President,  
Marriott Hotels  
of Canada*

“

WITHOrg brings together world-class speakers to create an energy and experience that is unique. With the goal in mind of helping connect more skilled leaders to do more business and make more connections, we give chances to advance women in our industry. This is a community of men and women who are moving the needle



**Cindy Schoenauer**  
*Senior VP,  
Cushman Wakefield,  
Vancouver*

# SPONSORSHIP FORM

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	\$
	\$
	Total Cost:

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Names of people attending the conference as part of the tickets allotted to the sponsorship

\_\_\_\_\_  
\_\_\_\_\_

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