

SHE CAN *Be* ↑

one unique day when young women and the City collaborate to inspire future talent



FUTUREADY



LORD
MAYOR'S
APPEAL
CHARITY

Working in partnership with



64%

of 17–21 year old females believe that employers prefer to employ men than women

(Girls' Attitude Survey 2016).

she can be...

she will be...

she is **FUTUREADY**

The Lord Mayor's Appeal, in partnership with Girlguiding, are seeking to change this statistic forever, to change the future for the next generation of girls and young women, and the future for business. It is our ambition, through collaboration with the City and young women, to inspire future talent and ensure equality of opportunity for girls and young women, showing them that the doors of the City are open to them.



one unique day when young women and the City collaborate to inspire future talent



TUESDAY
13 FEBRUARY 2018



CITY FIRMS AND THE
MANSION HOUSE

Young women will come together with the City for one day on Tuesday 13 February 2018 to give girls a voice in the City space, and to make City careers feel more accessible, changing their perceptions forever.

The interactive and fun day will be full of simple but high impact activity to listen, inspire, inform, and influence, setting out a challenge to the City which is girl-led, not adult-led. 30 organisations and over 150 young women (15-18 years) from different backgrounds from Girlguiding units across the UK will come together to shift perspectives and create a mass movement of change.

a lasting legacy

This one day will just be the start. With a network of over 400,000 girls and young women members of Girlguiding, those that attend will be encouraged to share their experiences by running activities with other members in their local area. Girlguiding will maintain and support this engagement so that the message will grow.





outcomes and opportunity

- ↗ **Change girl's and young women's** views of a City career, busting the myths around women in the City.
- ↗ **Young women** to have the platform to challenge the City and identify what needs to change.
- ↗ **Companies** understand the actions they need to take and barriers that need removing to engage with young women.
- ↗ **Young women** meet inspiring real models who can spark ambition in them to explore careers in the City, no matter by what route with the message that women can thrive.
- ↗ **Companies** have a greater understanding of the importance of gender equality in the workplace and what sexism may look like for next generation and how to challenge it.
- ↗ **Companies** to promote the work they are doing to create inclusive working environments.
- ↗ **Young women** to learn about the variety of roles in the City, how their skills are transferable to the workplace, the diversity of backgrounds of women working there and why the City wants to recruit them.
- ↗ **Companies** will build a strong link to a huge diverse network of the next generation of girls and young women. Girlguiding brings together girls from different backgrounds and communities from across the UK. It is a girl-led charity, with significant scale and reach.
- ↗ **Companies** and young women to make a pledge to take action for change.



MORNING SESSION
(times are flexible
and approximate)



**HOSTED BY ORGANISATIONS
ACROSS THE CITY**

9.45am

Arrival

10:00am–12:00pm

Workplace shadowing: Groups of young women each visit a different organisation in the Square Mile. The companies will host different activities and relate the challenges undertaken to the broad range of job opportunities open to women in the City.

12:00pm–12:30pm

Real models: Young women will have the opportunity to meet female 'real models' — role models who can relate to girls — who will speak to them about their careers, opportunities and obstacles in small groups. The smaller groups will enable the young women to exercise their voice, as they ask questions and engage in discussion.

12:30–1:30pm

LUNCH

1:30pm – 2:00pm

Location change: Meet other Guides and business leaders at The Mansion House for the afternoon session.

agenda



AFTERNOON SESSION



THE MANSION HOUSE

2:00pm – 2:20pm

Key Note Speaker

2:20pm – 3:20pm

Knowledge sharing: Young women meet and share what they experienced in the morning presenting to each other in smaller groups. Presentations can include photos that they have taken, which are being shared on phones or tablets in groups.

3:20pm – 3:50pm

Unveiling of new research – how to break the glass ceiling according to girls: Unveiling of new Girlguiding research where girls speak out about the glass ceiling and leadership. This research will be launched at the event and will form part of a broader campaign. This will help to raise the profile of the event.

3:50pm – 4:50pm

Seeking a commitment: Group activity where senior business leaders and young women discuss and pledge future actions. This session will incorporate the use of Facebook Live so that young women and senior business leaders alike can share their pledges and help spread the word. In addition, young women and business leaders will write their pledges on a post card which will be posted back to them in 3 months/6 months' time to help keep up the momentum.

4:50pm – 5:30pm

Drinks and networking (optional): Informal session with input from the day from employees, girls and parents.



how you can get involved



£10,000 Sponsorship

Be a key sponsor of the whole event and benefit from having your profile throughout all materials, promotional communications and content of the event as well as hosting a morning session and attending the afternoon.

£2,500 (Free to Power of Diversity members)

Host a morning session — be one of only 10–15 organisations inviting 10–20 young women to your organisation as well as attend the afternoon session.

£1,000 (Free to Power of Diversity members)

Attend the afternoon session — be one of 30 organisations with 3 attendees joining the afternoon session

REGISTER NOW TO GUARANTEE YOUR PLACE!

Please complete the registration form at thelordmayorsappeal.org/new-initiative to confirm your place.

Contact us for more information at diversity@thelordmayorsappeal.org or on **020 7332 3777**