Dream IT Presentation Opportunities

There are girls and women out there who want to hear about technology and its many opportunities — you just need to find them. Connect with local organizations or talk to local guidance counselors about opportunities to offer your presentation. Set up a workshop that includes a hands-on project, or add your presentation to a day of career-focused activities. Technology is a hot topic right now, so ask around and you're sure to find an opening.

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POTENTIAL AUDIENCES

REACH OUT WITH THE DREAM IT MESSAGE TO THESE POTENTIAL AUDIENCES

- Your company or organization

- High school, middle school, grade school

- Universities

- Technical institutes

- Job fairs

- Student and community sports groups

- Girl-focused organizations and clubs

- Science, technology, engineering and math (STEM) groups

- Professional organizations and events

- Community service organizations and nonprofit events

- Community groups and clubs

- Church groups

- Federal government groups

- Military organizations

- Local, state and federal government organizations/officials

- People returning to the workforce

- Unemployment office

- Recruiters and headhunters

- Potential audiences made available by business travel

- Family, friends, and neighbors

SAMPLE EMAIL

FOR OFFERING TO MAKE A DREAM IT PRESENTATION

This sample email might be useful when asking someone via email about doing a presentation.

Subject line: Presentation to [organization name] about technology careers

Email Text

Hello,

My name is _____ and I work at _____ as a _____. I am working with a non-profit organization called CompTIA and their community, Advancing Women in Technology to spread the word that technology is a great, exciting and attainable career choice for girls and women.

I would like to speak at _____ and am contacting you to see how we might make this happen. The presentation I would like to give, *"Dream IT,"* is designed to inform and inspire girls and women to consider the IT field.

CompTIA and Advancing Women in Technology (AWIT)

You may never have heard of CompTIA or Advancing Women in IT, so I included information and links that will help you become familiar with this organization.

CompTIA: https://www.comptia.org

AWIT Facebook Page: https://www.facebook.com/advancingITwomen?ref=hl

AWIT Career Resource Center: https://www.comptia.org/awitcareers

Two videos produced by AWIT:

http://youtu.be/6DMbBFUOSxk This video highlights many reasons to consider a career in IT, and includes stories from several women in information technology.

http://youtu.be/dT8JO6Y93Fs This video highlights the learning experiences and future plans of high school young women from Chicago Tech Academy, an Illinois STEM school also known as ChiTech.

I hope very much that this is something that would value bringing to _____. My contact information is below. I will call you in about a week to see how and when we might make this happen.

Sincerely,

SAMPLE CALLING SCRIPT
FOR OFFERING TO MAKE A DREAM IT PRESENTATION

This script might be useful when calling someone to ask about doing a presentation.

Introduction

Good afternoon, my name is [Name] and I am associated with CompTIA's Advancing Women in IT (AWIT) Community. We're a nonprofit that inspires women to enter the IT field as a career choice. We want to share the word that IT is a great field for women with more options and opportunities than you might realize.

Is this a good time to talk or may I schedule better time on your calendar? How is [date] [time]?

Value Statement

The purpose of my call is to let you know that we offer speaking engagements to reach audiences of students, young women and people looking for a career change. We can set up speaking engagements for organizations, businesses, nonprofits, schools and networking events.

We want to inspire women to enter the IT field, and these sessions can be delivered during conference calls, through webinars or in person.

Our goal is for women to recognize that there are a diverse and interesting set of career options available in IT. And they're not just jobs, they're career opportunities. IT is a great place for women with a variety of skills like programming, web design, finance, marketing, communications and sales.

Would you be interested in hearing how we can share our IT career experiences, the impact an IT profession can have on a woman's career, and the economic potential that accompanies it?

Disqualify Statement

To be certain your organization would benefit, may I ask you a couple of questions?

1. Tell me about the audience of students/young women in your organization and how they might benefit from a speaking engagement.

2. Is there opportunity to present by phone, webinar or in person?

Qualifying Questions

1. May I send you some links and resources to learn more about CompTIA's AWIT Community?

2. Would you be responsible for organizing a session where our representative can make a presentation?

3. Let's look at the calendar. What are some good times and dates on for a speaking engagement?

4. Do you have any questions I can answer for you?

Building Interest Points

We want to share our experiences and insight: IT careers help women earn higher salaries, discover greater opportunities for sustainable growth, and offer career fulfillment.

IT changes everything. IT is what's driving the sweeping changes in the ways we live, learn, work, interact socially and amuse ourselves.

IT is what's behind Facebook, Twitter, LinkedIn and blogs — all the ways we increasingly choose to connect to our friends, colleagues, life partners and political leaders. And it's IT that enables the smartphones and tablets that let us do all that from just about anywhere. It's an exciting time. IT touches every field, from fashion to banking, finance, publishing, gaming and manufacturing. Take your interests, add information technology and discover new career options you might never have considered.

Close

May I review with you next steps?

Since I've called you out of the blue, I don't want to take any more of your time at the moment.

If it is OK with you, let's schedule a time to discuss your needs in detail. I can also send you a video link, brochure and session presentation before our next call and then we can discuss the logistics.

How does [day] [time] look for you?

Thank you very much for the opportunity to let me share the value of CompTIA's Advancing Women in IT (AWIT) Community. Let's engage students and young women to begin planning their future in the digital world.