

5.....4.....3...2..1. We have lift off!

RockIT Women Launch
Starting Soon.....

Agenda

- About Me
- Past - How all this came to be
- Present - What is RockIT Women
- Future - Future plans and WITFY (What's in it for you)

A square graphic with a marbled background in shades of purple and red. The text "give thanks" is written in a gold, cursive font, centered within the square.

*give
thanks*

Errin Johnson

Jenny Davis

Advisory Board

Pitch and Catch Creative

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<https://joe hulsey.com/>



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...They said it would be a flop! “Please don’t do it.”

RockIT Women was originally launched as a Women In Technology Louisville Conference under boice.net.

In 2015- 100 Attendees

In 2018 - 310 Attendees

In 2019 - 560 Attendees

In 2019 - Added the first mentoring program with plans to add more - sometime in the near future

In 2020 - plans for highest attendance ever!! (insert laugh)

AND then the SHUT DOWN....

“...near future” is now

...We have liftoff!

Launching
RockIT Women



ROCKITTM
women

www.rockitwomen.com

...Why we exist

We are here because we are painfully aware of the blatant gender gap of women in IT.

We are also here because of the inequality between men and women in science, technology, engineering, arts, and mathematics (STEAM) fields.

Let's face it. Women make the world go around, literally. Yet despite juggling all of life's crazy demands — birthing and raising children, providing financial stability and preparing healthy, home-cooked meals while also trying to find time for exercise, time with friends, and the occasional moment of relaxation — women are still treated as “less than” in the workforce.

...Who we serve

There are several reasons why there are so few women in tech. One is lack of women entering the field and another is women get out before they have a chance to grow. There are a lot of WIT organizations that focus on the young women -starting as young as grade school. We chose to focus on the later and help women stay in tech.

Our programs and opportunities will focus on women who are already in tech. Or, women who are considering entering the tech industry. However, we are partnering with organizations that work with the young ladies such as Tech-nique, Shattered Glass and Tech Girlz.

...Who we serve

Women who want to start a journey bigger than what they thought their life was destined for.

We want to empower women who will empower women no matter what your career path is.

...Vision

The RockIT Women vision is to provide a launchpad for women to excel in IT by providing the skills needed to propel their careers forward.

We are determined to close the gender gap within the industry and break the glass ceiling experienced by so many females.

Not only is it surface level common sense, but an immense amount of research has shown that the inclusion of women in tech driven and high stakes corporate roles is vital to the success of a business in today's world.

We are determined to help women fill those roles and fuel their passion.

...Vision

Not only do we strive to be a source of education, but we stand hard on the grounds of empowerment.

Society can't slow us down and we want our women to know and feel that through our mentorship, networking and other programs.

Our voices will not be lost in space.

They will be amplified beyond belief, drawing attention to talented and powerful women who are taking the industry by storm.

...Building the Brand

Optimistic

At RockIT we have zero time and tolerance for negativity. We love what we do and when thrown a curveball, we see it as an opportunity to enable greatness from a different angle.

We are grounded with humility and airborne with passion all at the same time.

...Building the Brand

Empowering

Our passion for empowerment is what drives us. We have barriers to break, ceilings to shatter, and kindred spirits to lift.

We wake up in the morning determined to succeed, not simply for ourselves but for women everywhere.

We are not interested in this black hole thought space.

Society is filled with the grossly inaccurate narrative that women do not make good C-suite execs and that when a company promotes a woman to such a position, it is a power play determined by the opposite sex.

...Building the Brand

Fun

We wouldn't be so excited about our work if we didn't have fun doing it! RockIT Women should always exude a lighthearted angle.

Too often, women who work hard to excel in their careers are perceived as too serious. We have become complacent with the notion that driven women lack warmth.

The demeanor of RockIT women is just the opposite. We are approachable, warm, and are always on board to have a good time.

You'll see not all are events are serious tech! Live a little - have some fun and most importantly, invest in you!

... Building the Brand

Encouraging

Not only will we be constantly connecting, but we will cheer each other on as we navigate the paths unknown on our journeys. As individualistic as our career paths may be, no one has ever climbed the corporate ladder without the help of others along the way.

We will not entertain competition as a negative hurdle, but as a situation to be overcome with the best of outcomes.

We are the cheerleaders and we have our pom poms ready and waiting.

...Building the Brand

Bold

Only 26% of computing jobs are held by women. Astonishing. You can't empower women to change these statistics without being **bold**.

We want everything about RockIT Women to explode with power.

We might do things a little differently, but we are not afraid to change the world.

...Building the Brand

Connected

Connection is what causes us to thrive. It is our mission to support one another in an effort to propel our aspirations forward.

We are the epitome of the idea that there is no “I” in team. If it takes a village to raise a baby, it takes a universe to run a business destined to change the tech world.

**...So who is ready to become a
RockIT Woman?**

Move over, Zuckerberg, we're coming to join you.

...WITFY (whats in it for you)!

Opportunities

Membership

Events

Networking

Volunteer

Sponsor/Support

Mentor Program

All found at ROCKITWOMEN.COM

...WITFY (whats in it for you)!

\$10 off Annual Conference in May:

<https://rockitwomen.com/annual-wit-lou-conference>

PROMO CODE: RWLaunch

...WITFY (whats in it for you)!

Free professional Headshot to the first 50 people who send me an email at shannonmariefehr@gmail.com

Subject line- Free Headshot



ROCKIT™

women

“PROPELLING WOMEN IN TECH”

Questions



RockITWomen.com