

EVENTS | PROGRAMMES | CEO BLOG

Dear TWF friends

We are excited to share the happy news that for the first time in our history, TWF has been selected as an Operation Santa Claus beneficiary! OSC will support TWF's new [Girls Go Tech Programme](#) in 2016 which will provide workshops in coding, technology and problem-solving skills to teen girls at some of Hong Kong's most under-privileged schools. Classroom instruction will be supplemented by inspirational speaker events, careers talks and work shadowing opportunities. TWF is currently piloting the programme with the help of Accenture, Barclays and Cisco and we look forward to sharing the results next year after the independent impact assessment has been completed.

Besides Girls Go Tech, we are also excited to be launching a new study in partnership with Dr Danni Yeung of City University of Hong Kong and Dr Mario Liong of HKU and sponsored by GS Gives on why girls in Hong Kong shy away from STEM subjects at school and university, thereby adversely impacting their future competitiveness in the workforce. We hope the study will generate recommendations for policy change, new approaches for educational programmes and vocational training, and targeted support from the community to address the under-representation of women in the tech sector in Hong Kong.

Still on tech, many of you will recall that for the last two years we have partnered with Microsoft on [GirlSpark](#) - a ground breaking programme that provides female first and second year undergraduates with a better understanding of the range of possible career pathways in the technology sector through a business case competition and mentoring by technology and other leaders. Our third GirlSpark camp will take place in January 2016 and we are gearing up to recruit candidates from across Hong Kong's major universities.

On November 12, we are hosting a [Breakfast with President Kathy McCartney](#) of Smith College who will talk about how Smith is preparing students for careers in STEM and other non-traditional fields and Smith's new partnership with HKUST to groom women leaders in this region. To attend, please use the link below. Many thanks to DLA Piper for supporting the event.

We would also love to hear from you with your ideas on how we can get more girls interested and engaged in STEM. Please write to me at su-mei.thompson@twfhk.org.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

TWF PROGRAMME UPDATES**SAP Workshop For Our T.E.E.N. Alumni**

Last weekend, SAP organised a design thinking and career planning workshop specially for 15 of our T.E.E.N. Alumni. The TEENs really appreciated the design thinking workshop which comprised a series of design-specific cognitive activities that help students think about their career goals during the process of career planning. Staff volunteers also presented on SAP's development and core values and shared advice on self-motivation.

**Job Market Features our T.E.E.N.s at CLSA**

Last week, Job Market ran a feature on the work-shadowing component of our T.E.E.N. programme with CLSA. The piece describes the mentoring and skills workshops conducted by CLSA staff and shares positive testimonials from students and staff members.

UPCOMING EVENTS

PUBLIC LECTURE

THE UNDUE EMPHASIS ON
WOMEN'S APPEARANCE
IN THE MEDIA



香港中文大學
The Chinese University of Hong Kong

Public Lecture: The Undue Emphasis on Women's Appearance in the Media

DATE: Wednesday, October 28, 2015

TIME: 3.00 – 4.00 p.m.

VENUE: Room G05, Hui Yeung Shing Building, Chinese University of Hong Kong

ABOUT THE EVENT: In this public lecture, Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media, will share research findings on global trends on how women are portrayed in the media, the social and cultural implications this can have, and the actions we can take to influence positive change.

[Register Now](#)

GENDER IN CHILDREN'S PROGRAMMING

WITH MADELINE DI NONNO,
CEO OF THE GEENA DAVIS
INSTITUTE ON GENDER IN MEDIA



Gender In Children's Programming - Parents' Talk

DATE: Wednesday, October 28, 2015

TIME: 6.30 – 8.00 p.m.

VENUE: Goldman Sachs, 59/F Cheung Kong Center

2 Queen's Road, Central

ABOUT THE EVENT: Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media will provide advice on how parents can become more aware of gender bias on screen, such as staying informed through research and thinking critically. She will offer tips for how parents can engage with their children and help guide their media habits and assumptions. She will also suggest activities parents can engage in with their children to spark more critical gendered thinking.

[Register Now](#)

DLA PIPER AND TWF BREAKFAST

WITH KATHY MCCARTNEY,
PRESIDENT OF SMITH COLLEGE



DLA Piper and TWF Breakfast with Kathy McCartney, President of Smith College

DATE: Wednesday, October 28, 2015

TIME: 8.00 – 9.30 a.m.

VENUE: DLA Piper, 17/F Edinburgh Tower, The Landmark

15 Queen's Road, Central

ABOUT THE SPEAKER: Kathleen McCartney is the 11th president of Smith College. President McCartney focuses on issues important to women around the world and has launched important initiatives on women in STEM and the capacities students need to succeed and lead. President McCartney will talk about how Smith is preparing students for careers in STEM and other non-traditional fields, and Smith's new partnership with HKUST to groom women leaders in this region.

[Register Now](#)

THE WOMEN'S FOUNDATION INVITES YOU TO

CHALLENGE



STEREOTYPES

AT OUR 2015 GALA DINNER

Gala Dinner 2015

DATE: Thursday, October 29, 2015

TIME: 7.00 – 11.00 p.m.

VENUE: The Conrad Hotel, Pacific Place, 88 Queensway, Admiralty

KEYNOTE SPEAKER: Madeline Di Nonno, CEO of the Geena Davis Institute on Gender in Media

For inquiries regarding sponsorship and table/ticket sales, click [here](#) or contact

Stephanie.Poon@twfhk.org

Microsoft
GirlSpark Camp
2016

Jan 4, 7-9



GirlSpark Camp 2016

DATE: January 4 – 9, 2016

VENUE: Microsoft Hong Kong Office and Ivey Business School

GirlSpark is a groundbreaking 4-day programme run by Microsoft, Ivey Business School and TWF. Now in its third year, the programme exposes female undergraduates from HK's leading universities to a business case competition, mentoring from business, Government and NGO leaders and networking opportunities, to inspire them to become

IN THE COMMUNITY



AVCJ Women in Private Equity Panel

DATE: Tuesday, November 3, 2015

TIME: 5.00 – 6.30 p.m.

VENUE: Four Seasons Hotel, 8 Finance Street, Central

ABOUT THE EVENT: TWF CEO, Su-Mei Thompson, will give opening remarks for the Women in Private Equity Panel at this year's AVCJ Private Equity & Venture Forum. Admission is free. To register contact Amelie at Amelie.Poon@incisivemedia.com



Protect Yourself Against Breast Cancer – Just In Case It's You

Did you know breast cancer is the most common cancer affecting HK women? 1 in 17 HK women are at lifetime risk of breast cancer - the good news is 17 out of 17 can do something about it!

Act now and enjoy a **special 20% premium discount** for **10-year policy term of MetLife Breast Cancer Protector for all TWF members** with promo code "20%OFF"! You can enjoy HK\$100,000 protection for only HK\$400 per year - just in case it's you! To find out more, [click here](#) or call 2199 1000.

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

NOVEMBER 6: AMCHAM 12th Annual [Women of Influence Conference and Awards](#)

NOVEMBER 9-12: Hong Kong University of Science and Technology and Smith College [Leadership Program for Women](#)

NOVEMBER 11: Euromoney Legal Media Group [Asia Women in Business Law Awards](#). To reserve your place, please email Simon.King or call +852 2842 6936

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Struggling To Pave The Way For Future Female Leaders In Afghanistan](#) (Los Angeles Times)
- [Why We Need More Diversity In Technology](#) (StartupSmart)
- [Views On Bias Can Be Biased](#) (ScienceNews)
- [Why Do Girls Wear Makeup? You asked Google - Here's The Answer](#) (The Guardian)
- [The One Thing Male Business Leaders Can Learn From Bradley Cooper](#) (Huffington Post)
- [Body Check: Why Gisele Bundchen's 3ft-Wide Butt Is Nothing To Admire In Central Hong Kong's Admiralty](#) (SCMP)

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