



# TWF Organisational Guide to Celebrating

## INTERNATIONAL W♀MEN'S DAY — 2020 —

### ORGANISATION-WIDE EVENTS

Most of these events and initiatives can be adapted and delivered virtually

### Join TWF's Virtual Event "Hong Kong's Opportunities in Crisis" to Commemorate IWD

Hong Kong is facing unprecedented challenges, which are also providing unique opportunities for collaboration and innovation. Join us as we discuss these issues through a gender lens, and explore the tools and partnerships needed to address these issues and advance gender equality.

Join us on March 5 at 1.00pm via [Facebook live!](#)

Follow our [Facebook](#) page and [Instagram](#) to join our IWD social media campaign!



#### Choose a TED Talk or film in line with gender issues (see below for suggested talks)

Organise a TED Talk panel with a diverse range of representatives or break into small discussion circles with facilitators to explore themes from the talk. Use an online platform to stream the panel or web conferencing software for smaller discussion circles. Enable others to watch the panel later on the organisation website, employee network or online platforms.



#### Engaging Men

- [Why I'm done Trying to be Man Enough](#)
- [Violence Against Women – it's a men's issue](#)
- [An Invitation to Men who want a better world for Women](#)
- [We should all be Feminists](#)



#### Women-focused Talks

- [New data on the Rise of Women](#)
- [Unlock the intelligence, passion, greatness of girls](#)
- [The Dangerous Ways Ads see Women](#)
- [Confessions of a Bad Feminist](#)
- [To Challenge the Status Quo, Find a Co-Conspirator](#)
- [The Career Advice You Probably Didn't Get](#)



#### Panel examining the global IWD theme: #EachforEqual

Find a diverse panel of talent from your organisation that can tackle this theme in a way that resonates with of your organisation. Get the audience involved by encouraging personal or professional pledges towards championing gender diversity. The panel can be streamed, shared on online platforms, or offered on audio. Encourage teams to share pledges through your organisation's intranet, or project management apps to drive engagement.



#### Invite a guest speaker to give a talk or a workshop – either female leaders in your sector or a different industry

Stream the workshop online, team up with like-minded industry networks, and invite others to watch via online streaming platforms, or join in through web conferencing and include live Q&A sessions. Offer downloadable activities or reflective questions for participants to complete before or during the workshop. Instant polls, competitive elements and infographics shared on screen will drive engagement.



## Set up a Lunch & Learn on podcasts

- [Tilted](#)
- [HBR Women at Work](#)
- [A Will to Change](#)
- [The Guilty Feminist](#)
- [Pivot Point](#)
- [When Women Win](#)
- [Rise Together](#)

Participants can join a video conference or conference call to share thoughts on these and other podcasts.

## Form a book club



### Fiction

- [The Testaments](#) Margaret Atwood
- [Girl, Woman, Other](#) Bernadine Evaristo
- [The Female Persuasion](#) Meg Wolitzer
- [The Power](#) Naomi Alderman
- [The Warrior Women, China Men](#) Maxine Hong Kingston

\* Or try this [list of books](#) about pioneering women in STEM for more inspiration!

### Non-Fiction

- [The Moment of Lift](#) Melinda Gates
- [The Gendered Brain](#) Nina Rippon
- [How Women Rise](#) Sally Helgesen
- [Catch and Kill](#) Ronan Farrow
- [One: How Male Allies Support Women for Gender Equality](#) Julie Kratz
- [Half the Sky: Turning Oppression into Opportunity Worldwide](#) Nicholas Kristoff and Sheryl WuDunn

If you don't meet in person, discuss books on web conferencing platforms or in a cross-platform messaging app. Share questions in advance. Book reviews can be shared in newsletters or virtual noticeboards.

## Get inspired

- **Crowd source ideas from within your organisation.** Ask employees for ideas for one off events or longer term initiatives that will progress gender equality. Circulate the best ideas and take them forward.
- **Run an internal awareness campaign around [IWD](#) to promote gender diversity.** Try a photo campaign or video messaging on what #EachforEqual means to you, a trivia event or other ideas with a competitive element.
- **Share ready to use infographics to raise awareness, generate discussion and encourage action.** We like these from UNWomen on [human rights](#), [gender inclusive language](#) and [8 ways to be a women's rights advocate](#), or share TWF's infographic on [gender equality in Hong Kong](#).
- **Get inspired by these [IWD events from 2019](#)**

## ORGANISATION-WIDE INITIATIVES

- **Spotlight female talent.** Regularly profile top female leaders and inspiring female role models in your organisation, locally or globally and feature interviews with them on your website, internal newsletter, LinkedIn etc.
- **Fundraise for a gender-related cause** (including [The Women's Foundation!](#) Or consider making a donation [here](#))
- **Communicate your D&I Strategy**, highlight objectives around gender equality, showcase examples, invite feedback and dialogue
- **Launch a D&I Women's Network**, or join our [Male Allies Initiative](#), if you don't already have one
- **Publicly support IWD through corporate communications**

It's important to find ways to connect and engage teams remotely at the moment. Streaming, webcasts, webinars and video conferencing all work well and can be made available on internal networks, websites and [YouTube](#) for team members to access later on. TWF is using [Zoom](#), [Google Meet](#) and [Skype for Business](#). Collaborative working is facilitated with [Trello](#), [Kaizala](#) and other project management tools.