

WIC INDIA

2024 EXECUTIVE EDITION

OPPORTUNITY BRIEF

MEDIA PARTNER

CIO/NEWS





INTRODUCTION

Women in Cloud, in partnership with Veeam, CIONews, EY, Microsoft, Insight, Kyndryl, Ntegral, and Meylah, proudly announces the Executive Edition of #WICxIndia 2024. This monumental initiative celebrates India's cutting-edge cloud and artificial intelligence (AI) ecosystem while creating pathways for women's technical and executive leadership growth.

Our mission is to unlock \$1 billion in economic access for women by 2030. Through collective action, we aim to serve 100,000 women in 67 countries, providing access to AI and Cyber scholarships, industry stages, and GTM accelerators.

This year alone, Women in Cloud achieved tremendous success by:

- Setting a Guinness World Record
- Winning the Microsoft Supplier Prestige Award for Community Impact
- Securing Oscar notoriety for the ICONS Documentary
- Distributing 2,500 Microsoft Cybersecurity Scholarships, connecting women and allies globally.

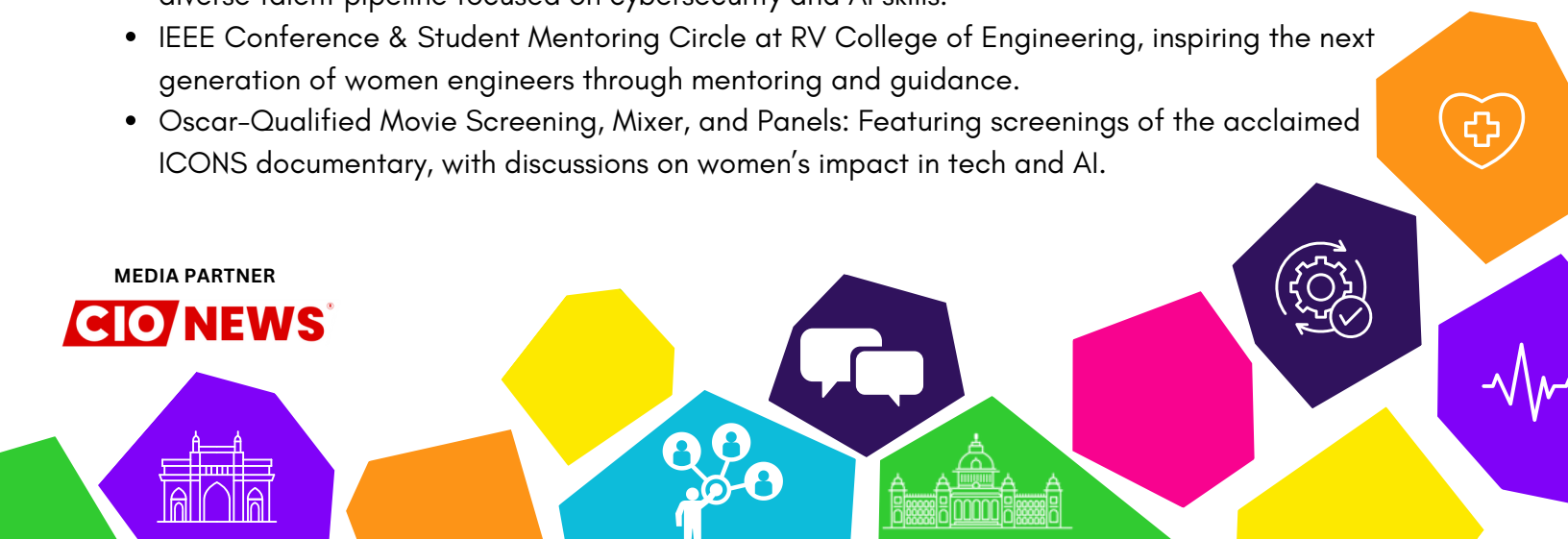
With India's digital transformation accelerating, WICxIndia2024 offers a powerful platform to celebrate leadership, drive innovation, and empower women to thrive in cloud, AI, and cybersecurity roles. The event will spotlight the opportunities emerging in the Indian market, where women's participation in the tech ecosystem is crucial to unlocking unprecedented growth.

Key Programming For 2024 Executive Edition:

- #empowHERaccess Awards, Recognition & Leadership Immersions
- Honoring 40+ changemakers, rolemodels, trailblazers and emerging women leaders.
- Executive Leadership Workshop, Lunch & Immersive Roundtables for 50+ women
- #WICxSkillsReadyChallenge to develop 1,000+ DevSecOps capacity designed to building a diverse talent pipeline focused on cybersecurity and AI skills.
- IEEE Conference & Student Mentoring Circle at RV College of Engineering, inspiring the next generation of women engineers through mentoring and guidance.
- Oscar-Qualified Movie Screening, Mixer, and Panels: Featuring screenings of the acclaimed ICONS documentary, with discussions on women's impact in tech and AI.

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INTRODUCTION

Publicity & Spotlight Campaign: As part of WICxIndia2024, we are launching a comprehensive Publicity & Spotlight Campaign with CIO News, FemTechMedia designed to:

- Amplify visibility of women leaders, tech innovators, and rising stars in India's AI and cloud ecosystem.
- Feature spotlight stories and interviews across digital media, highlighting women executives, entrepreneurs, and technologists driving impact.
- Secure coverage in top-tier tech and business publications, as well as global partner media outlets to raise awareness about the significance of diversity in cloud and AI.
- Engage audiences through social media takeovers, live interviews, and influencer collaborations, ensuring that key moments and inspiring stories reach a broad audience.
- Promote exclusive content such as behind-the-scenes interviews with ICONS film producers, executive leadership roundtables, and event highlights to be shared across multiple channels.

Together, WICxIndia2024 will position women at the forefront of India's cloud and AI revolution, create lasting visibility for women in leadership, and drive economic access for the next generation of innovators.

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DELIVERABLES FOR PRESENTING SPONSORS

• Branding and Visibility:

- Premier sponsorship branding across all digital and physical WICxINDIA assets.
- Media coverage through publications such as CIONews, FemTechMedia and WIC publications.
- Speaking opportunities: Keynote, Power Panel, Opening-Closing sessions
- Share your gateway/discounted offers

• Awards and Recognition:

- Presenting sponsor of EmpowHERaccess Recognition Award to highlight women in leadership, AI, Sustainability, Cyber and Cloud.

Community Events:

- Featured partner at the #WICxIndia Executive Edition, with recognition as a presenting partner.
- Social Media reach of 3,000,000 or more
- Sharing your offers with 100,000 members or more

• Ongoing Engagement:

- Early access to 2025 sponsorship opportunities: #WICxWellness, ICONS 50 City Tours, DevSecOps Global Programming and more
- AI & Cyber Micro credentialing access for your employees valued at \$4500/person
- Year-long integration in community activations, such as webinars, and digital resource networks.

GO TO MARKET PLAN FOR WICXINDIA 2024/25



Q4 (OCT-DEC)

- WICxESG 2024 Digital Summit
- WICxINDIA Executive Edition - empowHERaccess Awards, ICONS Screening, Executive Leadership Workshop
- WICxSkillsReadyChallenge V2 - 1000 DevSecOps Ready
- Microsoft Ignite 2024

Q2 (JAN-MAR)

- Kickoff 2025 with WICxWellness Summit
- WICxCloudJobSkills Workshop Series
- 1000+ Microsoft AI & Cybersecurity Certifications
- Kickoff empowHERaccess 2025 awards
- 50 Cities ICONS Movie Tour Kickoff

Q3 (APR-JUN)

- Microsoft 50th Celebration
- AI Shorts Movie Competition & Awards
- WICxInspire 2025
- 1500+ Microsoft AI, Cyber, Cloud Certifications Rollout
- WICxInsiderCircle - Global ICONS Publicity & Spotlight Campaign

Q3 (JUL-OCT)

- VeeamOn Tour - 3 Cities
- ANN Awards - AI Animation & Awards
- AI Hackathon with Microsoft

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PROGRAMMING FOR 2024 WICXINDIA EXECUTIVE EDITION

NOV7th - #EMPOWHERACCESS AWARDS, RECOGNITION & ICONS SCREENING



Abstract: Recognizing & celebrating women and allies driving economic access and preparedness in the AI powered economy.

Who: Executives, Founders, Leaders, Community Leaders

Number of People: 100 to 120 people, Senior Managers & Up

Programming

- Keynote: The Power of Vision: Crafting a Future that Defines You as an ICON
- ICONS Movie Screening & Power Panel
- Audience Immersion - Becoming an ICON
- Awards, Recognition, Red Carpet
- Executive/Brand Photoshoots

NOV9th - EXECUTIVE LEADERSHIP IMMERSION WORKSHOP

Abstract: Helping women to become executive ready and provide them necessary tools, coaching and community

Who: Founders, Senior Managers & Up

Number of People: 50 to 70 people,

Programming

- PowerTalks: Strategic Synergy: Mastering Executive Alignment for Organizational Success: Focuses on aligning leadership teams towards common goals to drive business outcomes.
- The Million-Dollar Pitch: Securing Executive Buy-In, Mentorship Circles
- Immersion Circles: Topics on Executive Alignment, Performance Management, Conflict Resolution, Pitching Your Proposal for Funding, Promotion Conversation
- Professional Headshot & Video Stories for Brand Building



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The **WICxINDIA Execution Edition** initiative presents significant investment opportunities with high visibility across multiple sectors. By sponsoring and committing funding, sponsors will position women at the forefront of India's cloud and AI revolution, create lasting visibility for women in leadership, and drive economic access for the next generation of innovators. Your sponsorship benefits will be customized and will directly support the outcomes:

- **#empowHERaccess Awards, Recognition & ICONS Screening (\$20K, 1M Reach, 150+ attendees, Presenting Partner Opportunity)**
 - A high-profile, 3.5-hour summit that will bring together leaders, founders, innovators, and experts to recognize and felicitate women.
 - Includes - Brand Amplification, Speaker Opportunity, Presenting Partner, Publicity, Demand Generation
- **Executive Leadership Immersion Workshop (\$15K, 50 Women Supported, Presenting Partner Opportunity)**
 - An immersive, upto 5 hours workshop that will bring senior managers and higher to develop their executive gravitas and presence
 - Experience Include: The Million-Dollar Pitch: Securing Executive Buy-In, Mentorship Circles, & Executive Powertalks
 - Immersion topics include Executive Alignment, Performance Management, Conflict Resolution, Pitching Your Proposal for Funding, Promotion Conversation
- **ICONS - Publicity & Spotlight Campaign (\$50K, 100 Women & Men Supported, Presenting Partner Opportunity)**
 - 100 Video Based Short Reels - Tips & Tricks to become role models
 - 20 Articles published on CIONews, FemTechMedia, Forbes and more
 - Onscreen Slide on 20+ Movie Screenings reaching over 3M worldwide
- **2025 WICxIndia Partnership (\$50K, 1M Reach, Global Partnerships)**
 - Yearlong Programming - Brand Visibility, Presenting Opportunity and more
 - Certification and Credentials access for employees, vendors, partners and customers
 - Exclusive access to Speaking, Redcarpet, Mentor, Coaching and investment opportunities

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#WICxINDIA Execution Edition also have access to \$5K Micro sponsorships to meet your budget and organization goals which provides

- ICONS Award - \$5K Each. Your Company Helps Us Curate the Leader to be recognized.
- Red Carpet & Media Wall - Capture Photos & Videos
- Sponsor a Table of 5 People
- Speaking Opportunities - Power Panel, Executive Workshop
- SkillsReadyChallenge - Provide AI and Cyber Scholarships for Micro credentials.
- Host ICONS movie for your audience
- Dedicated Press Article with CIONews
- Dedicated Video Interview with CIONews
- ICONS giftboxes

Benefits include

- (2) Tickets to each event
- 1M in Global Media reach
- Media Wall - Logo Inclusion
- Dedicated Social Media Post
- 30 sec video interview

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Sponsor Case Study: Ntegral In Action



**WIC ANNUAL TOUR 2024
CLOUD & AI CAREER READINESS
ASK ME ANYTHING SESSION**

 CHAITRA VEDULLAPALLI CO-FOUNDER & PRESIDENT WOMEN IN CLOUD	 DEBBIE UTTECHT PARTNER MARKETING LEAD MICROSOFT	 NAGMA MEHARALI CYBERSECURITY SKILLS LEAD MICROSOFT	 DEXTER HARDY PRESIDENT & CTO NTEGRAL
 SHERRY YANG CONTENT DEVELOPER (AI & ML) MICROSOFT	 CECILIA PEREZ-BENITOA SR CONTENT STRATEGIST (ECC) MICROSOFT	 MONIKA MITAL GUPTA GM PARTNER GROUP ENGINEERING MICROSOFT	

The Power of DevSecOps Community
Dexter Hardy
President & CTO, NTEGRAL



// WIC & NTEGRAL
H1 HIGHLIGHTS

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Sponsor Case Study: Ntegral In Action

WIC INSPIRE2024
DIGITAL EVENT | JULY 11th 2024 | 9-11 AM PST

CXO PANEL 1:
UNLOCKING AI OR COPILOT SERVICE OPPORTUNITIES VIA MARKETPLACES IN NEXT 6 MONTHS

Karen Fassio, Juhi Saha, Dexter Hardy, Regina Johnson, Pat Sullivan

"Your job will not be replaced by AI. Your job will be replaced by a person who knows how to work with AI."
- Pat Sullivan

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WIC INSPIRE2024
DIGITAL EVENT | JULY 16th 2024 | 9:00 AM PST

CXO PANEL 1
UNLOCKING AI OR COPILOT SERVICE OPPORTUNITIES VIA MARKETPLACES IN NEXT 6 MONTHS

KAREN FASSIO
Marketing Director, Microsoft
One Commercial Partner
AbundantMC

JUHI SAHA
Chief Executive Officer
Partner

DEXTER HARDY
CEO
NTEGRAL

REGINA JOHNSON
Senior Strategist
MICROSOFT

PAT SULLIVAN
Global Digital Engineering
Lead
EY Consulting

WIC INSPIRE2024
SUMMARY REPORT

243 REGISTRATIONS	14 SPEAKERS	350+ COMMENTS SHARED
104 COMPANIES REPRESENTED	5.0 EVENT SATISFACTION SCORE	518,100 BRAND IMPRESSIONS

"I liked how women are encouraged to grow, and we have people like you to guide!"
Abhilaasha Jaoson

"Thank you for your advice regarding working ON the business vs IN the business!"
Shirelle Francis

"Great take away Dana of what smaller companies can offer: freshness and energy!"
Gloria Villa

"Good session, soaking it all in!"
Careth Jones

"Thank you Pat - great insight!"
Karen Cone

"Was such great content Dexter, Juhi and all!"
Elena Kennedy

"This was my first WIC event and I was so impressed networking, knowledge sharing, and encouragement all in one place!"
Annie Maxson

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WOMEN IN CLOUD'S 4TH ANNUAL #empowHeraccess
SUMMARY REPORT

105 ATTENDEES/REGISTRATIONS	22 SPEAKERS	200+ AWARD NOMINATIONS
45 COMPANIES REPRESENTED	5.0 EVENT SATISFACTION SCORE	5,734,224 BRAND IMPRESSIONS

"I found my herself thanks to inspiration in Cloud and the empowerment to take ownership. Congratulations to the amazing finalists - your dedication and achievement inspire me every day!"
Fara Waseem

"The event was incredibly inspiring! Dexter Hardy, thank you so much for the invitation. We are ready to implement all the great advice from top leaders in the industry and looking forward to seeing great things happen!"
Eloanna Bergh

"There were so many amazing people nominated and Besties I am beyond grateful for 2024. While there are many programs in place, founders grow their business, WIC is the only one that makes YOU #1. These gifts have been there since that. AND gives access to the resources that you actually need to start, grow, and build your business!"
Lisa Ann Edwards

"It was an honor to be shortlisted, but even more honor and congratulations to all of you who were awarded!"
Julie McCreight

"I am incredibly grateful to have attended the Empower Her Access Awards gala by Women in Cloud for the second year. Thanks to the generosity of One Commercial Partner, this event is always a source of continuous inspiration, driven by the vision and dedication of "Creative Individuals" and the event team in Cloud team!"
Manal Harida



// WIC & NTEGRAL
HI HIGHLIGHTS

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ABOUT WOMEN IN CLOUD

Women In Cloud is a global network of 100,000 Women Tech Founders, Executives, Tech Professionals, and Allies in 67 countries who are committed to inspiring the tech ecosystem to be an inclusive force for change and take collective action by providing a powerful platform to collaborate, build community engagement and unlock \$1B in new net economic access by 2030. Through events and initiatives, Women In Cloud also promotes conversations around its focus areas of Cloud Workforce Development, Civic Engagement via Policy Advocacy, Entrepreneurship and Cloud/AI Innovation and Global partnerships with corporations, community leaders, and policy makers. All of which are united by the ESG and UN Sustainable Development Goals that are driven by job creation, diversity and inclusion, technology innovation and sustainability, giving women a powerful platform to accelerate as industry leaders. We are fiscally sponsored by SDG Digital Foundation 501(c)(3) organization.

WIC RESOURCES:

[Website](#) | [About Us](#) | [Media](#) | [Connect with us on LinkedIn](#)

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WIC AT A GLANCE

MISSION: \$1B ECONOMIC ACCESS MOVEMENT

HISTORY 5 Years Completed: A Journey from a napkin sketch over coffee.	COMMUNITY 100K From 67 countries: US, Canada, India, Africa, UK, and Australia actively.	PROGRAMS <ul style="list-style-type: none">• Cosell GTM Program – designed for Women Tech Founders to build sustainable & profitable tech business with Hyperscalers (Microsoft, Google, AWS)• Cloud Technology Skills Distribution & Apprentice Program• Insider Circle Program for Thought Leadership Development• Corporate Annual Partnerships enabling ESG Acceleration• Policy Advocacy and Readiness Training
REACH 3M The digital reach of the empowHERaccess Campaign within 2 years.	EVENTS 45K Our members participated in both online and in-person community events.	
SCHOLARSHIPS 4200 Cloud certification scholarships awarded over two-year period.	RECOGNITION 2778 Were recognized as role models and facilitated access to 1890 speakers.	

- ✓ **WORKFORCE DEVELOPMENT** initiatives include distributing over 4200 cloud certifications scholarships, delivering 50+ executive leadership sessions, and recognizing over 2778 women and allies in tech as role models.
- ✓ **ECONOMIC DEVELOPMENT** efforts have resulted in over 80 companies becoming Cosell ready, securing over 20M in funding and creating 1000+ jobs in 5 years. Additionally, 3500 companies benefited from influenced DEI attestations and discovery within Microsoft Marketplaces
- ✓ **POLICY ACHIEVEMENTS** include 4 proclamations in 2 states (WA & NY) and training 140 women on policy Advocacy
- ✓ **PARTNERSHIPS** with 8 Corporations, 20 SMB companies and 26 communities Engaged Worldwide