

The WIC Masterclass Contributors Circle is a carefully curated collective of leaders dedicated to making applied impact visible. Members share practical knowledge while gaining enhanced visibility, access, and long-term value within the ecosystem. This initiative stems directly from the 2026 Economic Access Research Findings, which identified a significant gap: individuals often lack confidence not due to a deficiency in ability, but because the substantive work that underpins impactful outcomes is seldom documented or shared.

Who This Is For

- Executives, founders, and operators
- Builders and innovators creating real-world impact
- Practitioners ready to turn experience into access for others

WHAT YOU NEED BRING TO THE TABLE

- Deliver one live, 60-minute executive-grade masterclass, share real experience, practical framework including decisions, tradeoffs, and lessons learned
- Jointly promote the masterclass on socials and emails
- Participate in delegation and research activities as time allows.

WHAT YOU WILL GAIN

- Thought Leadership Branding & Status
- Connect with over 150,000 individuals through the Women in Cloud network
- Inclusion in the Masterclass Contributors Directory & speaker trainings
- Access to industry event delegations, board advisory, investment opportunities, and additional benefits

THE PROCESS

- **Apply** : Submit your proposed topic, perspective, and relevance. Sessions begin in March and are scheduled based on contributor availability.
- **Create Content** : Refine their masterclass narrative and framework.
- **Copromote Masterclass**: Jointly promote the masterclass to create an audience of 100+ people
- **Deliver 60 Minute Live Masterclass**:
 - 30 minutes: Builder story and lessons
 - 15 minutes: Practical framework
 - 15 minutes: Curated Q&A
- **Post promotions begins** - Youtube, LinkedIn, Emails, digital network and more



Top 7 Questions Speakers Ask Us

1. DO I NEED TO BE A PROFESSIONAL SPEAKER TO LEAD A MASTERCLASS?

No. You are invited because of what you have built, learned, or navigated, not because of stage polish. WIC provides structure, facilitation, and rehearsal so you never have to “perform.”

2. WHAT IF I AM UNSURE HOW TO STRUCTURE MY CONTENT?

You will not start from a blank page. WIC provides:

- A proven 60-minute masterclass structure
- Content framing support
- Deck and narrative review before the session
- Your role is to share your experience. Our role is to help shape it.

3. WHAT IF MY STORY FEELS ORDINARY OR UNFINISHED?

Ordinary experiences are often the most transferable. We help surface the behind-the-scenes labor that others rarely see but deeply need. Perfection is not the goal. Honesty and usefulness are.

4. WHAT IF I FEEL NERVOUS PRESENTING LIVE?

That is expected and normal. WIC supports you with:

- Speaker readiness and rehearsal
- Timing guidance and run-throughs
- Moderator-led flow so you are never alone
- Curated Q&A to avoid uncomfortable or off-topic questions
- You are guided throughout the session.

5. WHAT IF I DO NOT HAVE A POLISHED DECK?

A polished deck is not required. WIC offers:

- Slide structure guidance
- Deck review and feedback
- Templates if needed
- Clarity and substance matter more than design.

6. WHAT IF I DO NOT KNOW HOW TO PROMOTE OR INVITE PEOPLE?

You are not expected to promote alone. WIC provides:

- A speaker promo kit with sample posts and invitations
- WIC-led promotion across our channels
- Positioning guidance so outreach feels like contribution, not self-promotion

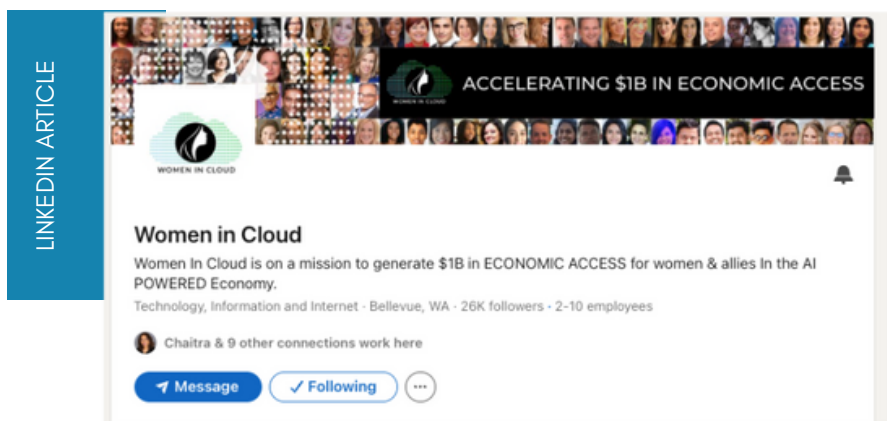
7. WHAT IF ATTENDANCE IS LOW?

Your contribution still matters. Every session:

- Is hosted and moderated by WIC
- Is recorded and added to the Confidence Circle Library
- Ongoing promotion continues to create value long after the live event.

WIC ✕ MASTERCLASS

Key GTM Assets for Launching Your Podcast with Women in Cloud



PHASE 1: CONFIRMATION

- Confirm participation and availability
- Select or refine masterclass topic
- Review masterclass format and expectations

PHASE 2: CONTENT DEVELOPMENT

- Draft your builder story and key lessons
- Identify your practical framework or model
- Submit draft outline or slides for review
- Receive WIC feedback and refinement suggestions
- Setup the Event Registration

PHASE 3: SPEAKER READINESS

- Schedule rehearsal session
- Practice timing and transitions
- Review opening and closing scripts
- Align on Q&A flow and moderator handoff

PHASE 4: PROMOTION SUPPORT

- Receive Speaker Promo Kit
- Choose preferred promotion options
- Optional personal outreach using provided templates

PHASE 5: GO LIVE

- Tech check completed
- Moderator briefed
- Session delivered and recorded
- Recording added to Confidence Circle Library