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VIEWING PARTY TOOLKIT

HOW TO USE THIS TOOLKIT

This Toolkit teaches you how to successfully host a “viewing party” and a focused conversation, panel, or speaker before or after the live event viewing of the Women Transforming Technology Conference (WT²). Before you decide to host a viewing party, check the [conference website](#) to see if one is already being hosted nearby that you can join or even help co-host.

Then check the [Schedule of Live-Streamed Sessions](#) to see which sessions are being live-streamed. Be sure to consider the times in your local time zone. If a viewing party is not

already listed in your area and you or your organization decide to host a public event, please email deanna@globaltechwomen.com so that we can add your event to our list of public viewing parties on our website.

ABOUT THE CONFERENCE

Women Transforming Technology (WT²), founded by VMware, is a consortium of companies and organizations in industry, academia, and non-profit sectors committed to building a community and tackling issues that are top of mind for women in technology. Our goals are to inspire, support, and connect women in all areas and levels of technology in Silicon Valley and beyond.

We are creating an environment for all participants to establish lasting relationships at all stages in their career and will provide visibility for the next generation of female technical leaders. Women and allies at all levels and all areas in tech are encouraged to participate.

This will be the fifth annual event and the theme this year is "We Rise". This is an opportunity to talk about how we rise individually as well as collectively. How do we support our career aspirations and those around us? How do we contribute to the success of each of us in our daily interactions and in longer-term policies and practices? How do we influence technology as leaders and individual contributors?

Content for breakout sessions are developed by committees of individuals in tech, who have chosen the content and speakers as most relevant for women in the tech community.

Over 500 attendees from sponsoring organizations, students, and members of the community from over 130 Silicon Valley Companies will be in attendance and thousands will participate via live stream.

WHY HOST A VIEWING PARTY?

A viewing party is an opportunity to gather together with colleagues and fellow women in tech, and allies, to remotely participate, share information, expand knowledge, and or panel questions, or starting up a discussion with your own viewing party participants.

HOW TO HOST A VIEWING PARTY

Option A: Host a viewing party & informal discussion

Invite your office or group to gather together to watch any part of the WT² conference that will be live-streamed and host an informal discussion afterwards. Get engaged online by encouraging

group members to post live reactions and share their own thoughts on Twitter using the hashtag #WT2SV in any social media posts.

Option B: Host a viewing party & pre- or post-viewing panel or local speaker

Take your viewing party to the next level by watching a live-streamed session paired with either a pre- or post-viewing planned panel of experts, or speech by a local expert. Ask guests to engage online by sharing reactions and thoughts on Facebook and Twitter, and remember to take some good photos of the event! Make sure to use the hashtag #WT2SV in any social media posts.

IMPORTANT: If you are hosting a Watch Party please follow your company/organization policies around meeting sizes and gatherings.

HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS

The conference opening and closing keynotes, two breakout sessions and a plenary panel will be available to watch live via the [conference website streaming page](#). To interact on social media with the conference in real time, use the hashtag #WT2SV on Twitter.

Questions should be translated to English and can be done so through Google Translate.

Please submit pre-conference questions by 1 using the hashtags on Twitter & Instagram

For Laura Dern: #wt2svLauraD

For Kathryn Finney: #wt2svKathryn

We will do our best to ask as many questions as time will allow, but we cannot guarantee all questions will be asked.

NECESSARY TECHNICAL REQUIREMENTS TO PARTICIPATE

In order to view the live webcast, your venue must meet the following requirements:

- A laptop or computer with a wired broadband connection; a hard line connection is best.
- If you have a weak connection, ensure no one else is using the same connection on the day
- Close any other programs that use your connection passively, such as iTunes, Skype, or any open web browsers
- A download speed of at least 0.7mbps for low quality, or at least 2mbps for higher quality video
- Test your download speed using <http://speedtest.net/>
- An updated, high-speed Web browser
- Check your browser for latest updates
- Use either Chrome or Firefox browsers
- Avoid using Internet Explorer

- ❑ Latest version of Adobe Flash Player; [Install or Upgrade Here](#)
- ❑ Speakers to enhance the audio – Do not plan to use only your laptop speakers
- ❑ Projector and screen for viewing the webcast on a large screen

The conference organizers will provide limited support to help resolve technical issues. Email deanna@globaltechwomen.com with questions or concerns, or enter issues in the chat box. We recommend discussing any issues that arise with your organization’s Information Technology department.

Let your Information Technology office know, in advance, of your plans to live stream, so they can help troubleshoot.

SCHEDULE OF LIVE-STREAMED SESSIONS – All Times are Pacific

For session details, [please refer to the website](#)

Time Start	Time End	Title	Speaker(s)
9:00am	10:00am	Opening Keynote	Kathryn Finney , founder/CEO, digitalundivided
1:00pm	1:30pm	How & Why We Rise: Reframing the “Why” to Harness Sponsorship for Yourself & Others	Natalie Bonifede, Director of Diversity & Inclusion, Pivotal
1:30pm	2:00pm	Leaders Don’t Wait for Permission: Take Charge of Your Career Growth	Snehal Khandkar, Sr. Engineering Manager, Rubrik Inc

2:30pm	3:30pm	<p>Pecha Kucha (is a storytelling format where a presenter shows 20 slides for 20 seconds of commentary each (6 mins and 40 secs total))</p> <p>Grit and Persistence: Key Attributes for Advancement</p> <p>Rising Against the Odds – Climbing the Corporate Ladder</p> <p>“Am I good enough?” Managing Self-Doubt and Feelings of Inadequacy at Work</p> <p>Blame it on Her Juice & the Power of her Professional Brand</p> <p>Weirdos Rule the World: Why Being Different Makes You Invaluable</p> <p>If I’m Shining: Reconnecting with my true talents</p>	<p>Host: Alan Karen, Director, Search Platforms, Google, Writer and Speaker</p> <p>Anita Jindal, Engineering Director, NetApp</p> <p>Kavita Ryali, Senior Technical Program Manager, INRIX</p> <p>Meriem Bekka, Senior Program Manager, VMware Foundation</p> <p>Jennifer Tacheff, Founder and Partner at Manifest Advisors and Head of Growth at Plato</p> <p>Peipei Yu, Senior Director of Engineering Strategy and Operations, Box</p> <p>Sharon Park, President, Sage Digital Marketing</p>
4:00pm	5:00pm	Closing Keynote	<p>Laura Dern, American Actress, Director, Producer and Activist</p>

VIEWING PARTY – HOST CHECKLIST

Once you’ve decided to host a viewing party, take a few more steps to ensure it is successful. See the draft timeline below for suggestions on how to organize and promote your event.

2 Weeks in Advance:

- Secure a space for the viewing party and discussion
- Test and ensure you have reliable Internet access in order to view the live webcast video and audio
- Ensure you have necessary A/V equipment for all participants to both see and hear the webcast (screens, projector, computer, speakers)
- Determine your invitation list, then send a viewing party invitation via email to colleagues, local organizations, advocates, local universities, NGO staff, local leaders, etc., asking them to join the local event
- Post a flyer to promote the viewing party
- If you choose to host a discussion or panel before or after watching the live WT² webcast, plan a detailed agenda for the event. You may need a facilitator or moderator. Identify that person.
- Don't forget: If you decide to host a public party, email deanna@globaltechwomen.com so your event can be added to our list of public viewing parties on the conference website.

1 Week in Advance:

- If you are hosting a panel, write discussion questions and disseminate them to the panel moderator and any panel speakers
- If you are hosting a speaker, work with the speaker on the selected topics they should discuss and ask them if they are willing to take questions from the audience afterwards
- Check your RSVPs
- Make sure you have what you'll need for the space, such as tables and chairs
- Make arrangements for food or beverage, if providing
- Gather any materials you will be providing to invitees; purchase name tags if needed

The Week / Day of the Event:

- Send a reminder via email to invitees
- Ensure your Internet signal is strong. Have a back-up plan just in case your method of internet connection fails
- Set the room for the watch event
- Set out any materials being given away
- Have an individual welcome the group on behalf of the host and explain the importance of today's event
- Watch the live stream, have a good discussion or hear from a speaker you have added
- Have a plan for online engagement. Share with your group that they can email questions into the main event or engage with ongoing discussions on Twitter, using the hashtag

#WT2SV. See “HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS” for details above.

- ❑ Send the WT² conference organizers an email at deanna@globaltechwomen.com, sharing general feedback of your viewing party experience, photos and details of your event (location, group name, number of attendees and names, etc.). We would love to see viewing party photos!

After the Event:

- ❑ Thank the individuals who attended!
- ❑ Complete the survey for Watch Party Leads

SAMPLE DISCUSSION QUESTIONS

Questions for the portion of the conference you viewed:

1. What was the most provocative or interesting point that a speaker raised, and why?
2. Did you strongly agree or disagree with any statement from a speaker? If so, why?
3. Does what was said relate to us, our work, our country? If so, why or why not?
4. Write your own: _____
5. Write your own: _____