

The logo for 'Women in the City' features a stylized flame icon above the word 'women' in a light orange color, and the words 'in the city' in white below it, all set against a solid red background.

women  
in the city



sponsors



Future Leaders Award  
2015

DEBRIEF and METRICS



# + Overview 2015

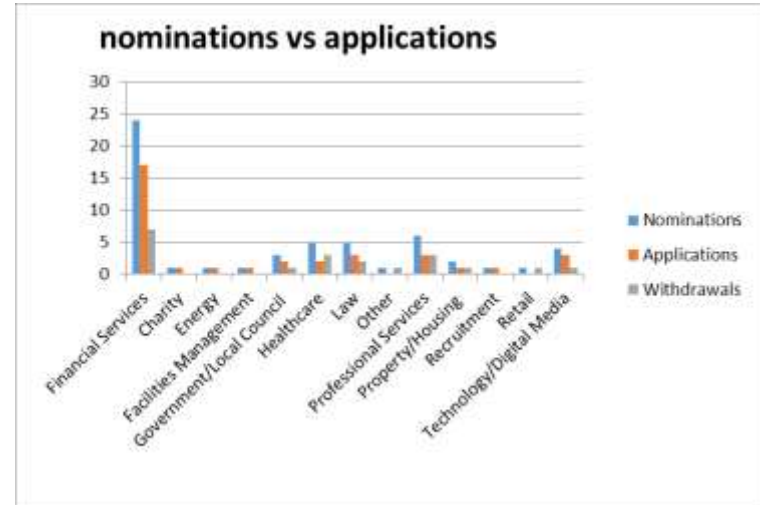
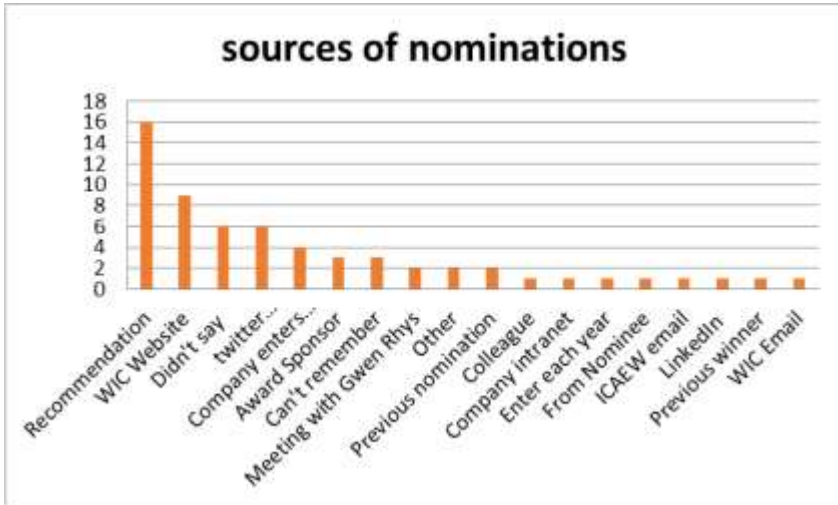
## Key points

- Helen Marsters joined the WIC Team as dedicated FL Award Manager
- WIC Social Media Intern activity increased Twitter traffic and engagement
- Dialogue magazine on board as a media sponsor
- Launch evening generated interest and vibe
- New Judging Process involved more people
- Strengthened Interview Questions with support of excellent Judging Panel
- Inga Beale, High Profile Keynote Speaker
- Debra Ward, 2014 Woman of Achievement Winner presented prizes
- Interesting venue for Symposium and Award Ceremony

## Developments for 2016

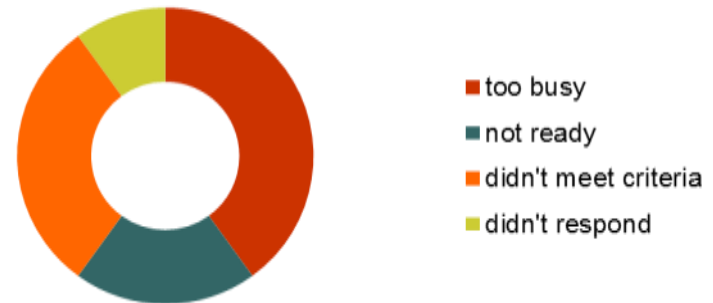
- **Keep FLAward website live throughout the year**
  - Post relevant articles
    - **Dialogue** offered content support
    - Commissioned WIC “Roving Reporter”
  - Update features on Winners/Finalists
- **Bring timetable forward to avoid holiday period for Symposium**
  - February – launch evening
  - Nominations close - April
  - Judge - May
  - Symposium – June
- **Symposium**
  - Secure speakers earlier
  - Promote stronger and sooner
  - Secure venue able to take round tables (sell by table)
- **Enhance Sponsor Liaison**
  - Better understand role and involvement wanted by individual Sponsors
  - Agree best liaison routes and methods of communication

# + Nominations and Applications

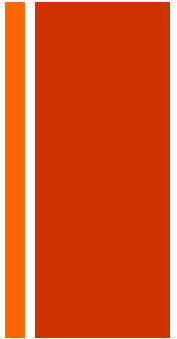


We asked nominees why they didn't complete the application form.

### reasons didn't apply



# + WIC promotional channels:



## ■ Websites

- Citywomen.co.uk
- [Citywomenflaward.co.uk](http://Citywomenflaward.co.uk)
- Citywomenwoaward.co.uk

### ■ How:

- sponsors' logos and banners featured
- posts created about award updates (eg XYZ sponsors award)
- publishes posts from material provided by sponsors

## ■ Email direct to its database of 4000

### ■ How:

- Monthly newsletters (with mention of current award activity)
- Content specific (eg awards only) e-blasts
  - Call to action to nominate
  - Call to action to attend award ceremony
  - View short-list, finalists and winner(s)

## ■ Nomination and Application Forms

### ■ How:

- Sponsors logos featured on both

## ■ Twitter – followers during period of Award 5-6k

### ■ How:

- with direct tweets about awards and award sponsors with links to relevant web pages
- with re-tweets and mentions of sponsor tweets (about subjects of interest to WIC Twitter followers)

## ■ LinkedIn Group – 800-850 during period of Award

### ■ How:

- with links to newsletters
- calls to action for award nominations
- calls to action to attend award ceremony

## ■ Public Relations Consultancy – Flourish PR

- prepare and issue media releases through **Sourcewire**
- make direct approaches to media contacts / journalists (all media) to “pitch” news and stories

## ■ Face to Face – events 2015

- Launch Evening (16 March)
- Symposium & Award Ceremony (10 July)

# + Reach and impact overview

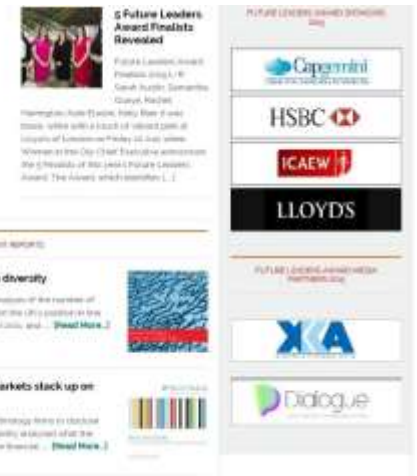


- Websites views (Jan – July 2015)
  - WIC 29,502
  - FL 5,069
- Website banner views
  - ICAEW 60,870 (Dec 2014 – Aug 2015)
  - HSBC 58,363 (Dec 2014 – Aug 2015)
  - Capgemini 54,723 (June – Aug 2015)
  - Lloyd's 35,072 (June – Aug 2015)
- Emails to database (Feb – July 2015)
  - 17,309 (selected lists)
- Media releases
  - 4,282 (2014)
- Twitter reach (March – July 2015)
  - Mention Reach: 1.17m
  - Retweet Reach: 2.01m



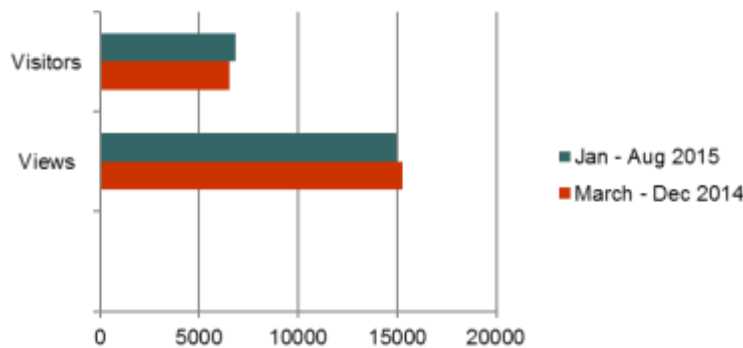
citywomenflaward.co.uk

citywomen.co.uk

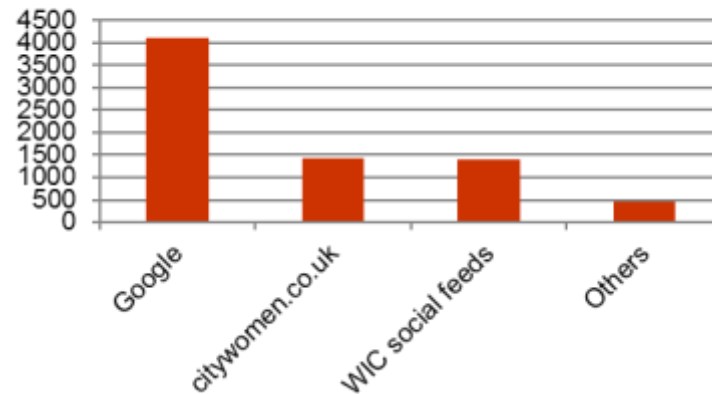


# + citywomenflaward.co.uk

FL Award website visits and views 2015 compared with 2014



visitors referred by



- Visits and views in first 7 months of 2015 close to those in 9 months of 2014, with increased number of views
- Each visitor views on average 2 pages
- Peak visitors/views in July
- 11,700 views from UK

Sources: Google Analytics and Wordpress Jetpack



# Email

Targeted, clean database of over 4,000 contacts

**1 x FL Award e-blasts sent in period**

**5 x monthly newsfeeds**



## ■ Database split into 5 mailing lists:

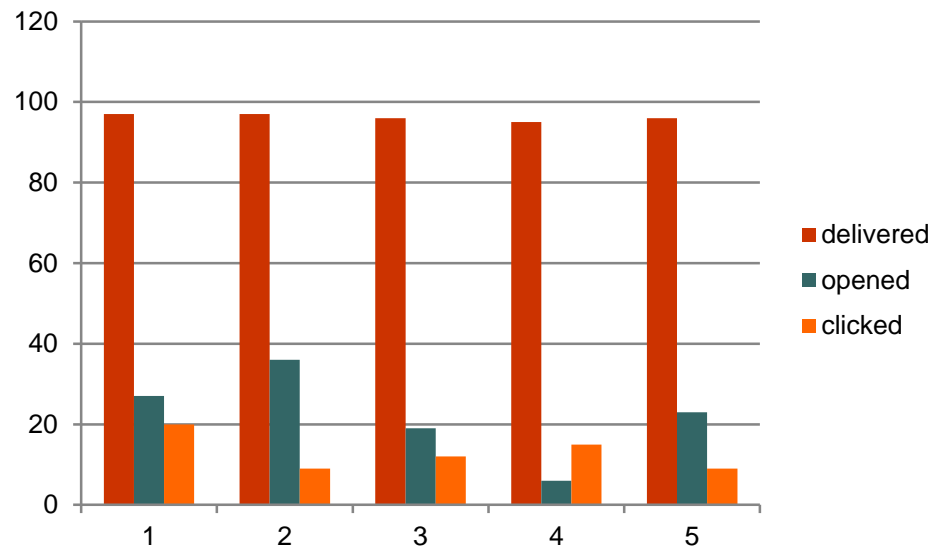
- (1) subscribed since August 2012
- (2) frequently opened Aug 12-13
- (3) rarely opened Aug 12-13
- (4) never opened Aug 12-13
- (5) opened 2014 but not 2013

## ■ Data base emailed to:

- Announce opening of nominations
- Advertise symposium
- Announce winners

## ■ Average performance all lists:

- 96% emails delivered
- 22% opened\*
- 13% clicked



**Industry average business services: 17% open, 2% click**

Stats source: Grapicmail.com

*\* recent database communications indicate many emails are "read" in the pane, but are not then classified as "open" in the metrics – therefore potentially higher percentage read than opened.*



# Media Releases

2 media release published on-line (1) announcing opening of nominations and (2) announcing the winner



Open for Nominations issued via Sourcewire

|                   |      |
|-------------------|------|
| EMAIL RECIPIENTS: | 4324 |
| TOTAL VIEWS:      | 382  |
| UNIQUE USERS:     | 202  |

Winner Announcement via Businesswire with following confirmed postings of release



**BusinessWire**  
A Solutia Harbinger Company

BusinessWire.com  
2,029,472 unique visitors/month



Yahoo! UK & Ireland Finance  
428,839 unique visitors/month

MarketWatch  
4,046,334 unique visitors/month



**BusinessWire**  
A Solutia Harbinger Company  
Canada

BusinessWire.ca-en  
5,556 unique visitors/month



**BusinessWire**  
A Solutia Harbinger Company  
UK, Ireland

BusinessWire.co.uk  
2,115 unique visitors/month



**DentonRC.com**  
Denton Record-Chronicle

Denton Record-Chronicle  
72,740 unique visitors/month



**FinanzNachrichten.de**  
FinanzNachrichten.de

FinanzNachrichten.de  
16,832 unique visitors/month

Issuer Direct  
6,670 unique visitors/month

kommentaristen.de



**NEWS NOW CO.UK**

Newsnow.co.uk  
159,908 unique visitors/month





# Coverage

A few examples of coverage – external and internal

**FinBuzz** News Feed

NEW | PEOPLE | EVENTS | LIFESTYLE

## Gender equality and the City: Kelly Blair named Future Leader 2015

13th June 2015 10:00 AM

**ONLINE**

- Global Women: The Leader
- Interviews
- Podcasts/Articles
- Company/Market News
- The London Investment Banking Awards

SUBSCRIBE TO CALENDAR

13th June 2015 10:00 AM

Kelly Blair, a female associate with Morrison and Foerster, and the 'chance for women' being in the limelight and Friday in the Women in the City Future Leaders Awards 2015.

An exciting evening for both of our history and inspiration. Blair was recognized for her determination to be a leader and role model. Blair has taken the industry and brought an excellent example of a woman of local regard, addition and progress and related work.

**Page Personnel**

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## Women in the City Future Leaders Awards 2015 - top 10 shortlist

By Paul Smith, Managing Director of Recruitment Services & Business Support

The 2015 Women in the City Future Leaders Awards were held on Friday 12th June at the Grosvenor Gardens Hotel in London. The event was a celebration of the achievements of women in the City and a chance to recognize the talent and potential of the next generation of female leaders.

The shortlist for the awards was announced on Wednesday 3rd June and included 10 outstanding women from across the City. The winners will be announced at the awards ceremony on Friday 12th June.

The shortlist includes:

- 1. Kelly Blair, Morrison & Foerster
- 2. Sarah-Jane Baker, Citigroup
- 3. Sarah-Jane Baker, Citigroup
- 4. Sarah-Jane Baker, Citigroup
- 5. Sarah-Jane Baker, Citigroup
- 6. Sarah-Jane Baker, Citigroup
- 7. Sarah-Jane Baker, Citigroup
- 8. Sarah-Jane Baker, Citigroup
- 9. Sarah-Jane Baker, Citigroup
- 10. Sarah-Jane Baker, Citigroup

The awards ceremony will be held at the Grosvenor Gardens Hotel in London on Friday 12th June. Tickets are available for purchase from the event website.

**Bloomberg Businessweek**

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## Anti-Corruption Expert Raises the Bar by Winning the Prestigious Women in the City Future Leaders Award 2015

13th June 2015 11:45 AM

**LIBERATION—BUSINESSWEEK** Wrote: Jun 10, 2015. Kelly Blair, associate at Morrison & Foerster (M&F), received national recognition for her leadership skills. Blair was named the 2015 Women in the City Future Leaders Award winner by Capterra.

ICAD's Blair is the Managing Director of Global Affairs and the 2015 Women in the City Future Leaders Award winner. Blair is a global leader in anti-corruption and has been named the 2015 Women in the City Future Leaders Award winner.

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**Capgemini**

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## Women in the City Future Leaders Award

13th June 2015

13th June 2015 11:45 AM

**AWARD 2015 SPONSOR**

### Women in the City Future Leaders Award

Capgemini is proud to be a sponsor of the Women in the City Future Leaders Award. The award is a celebration of the achievements of women in the City and a chance to recognize the talent and potential of the next generation of female leaders.

The award is a celebration of the achievements of women in the City and a chance to recognize the talent and potential of the next generation of female leaders.

**MORRISON FOERSTER**

People | Practised | Offices | Resources | Contacts | Careers | About

SEARCH | REGISTER | LOGIN | HELP | PRESS RELEASES | PRESS ADMIN

13th June 2015 11:45 AM

## News

### Kelly Blair Receives 2015 Future Leaders Awards From Women in the City

13th June 2015

Kelly Blair, a female associate with Morrison and Foerster, and the 'chance for women' being in the limelight and Friday in the Women in the City Future Leaders Awards 2015.

An exciting evening for both of our history and inspiration. Blair was recognized for her determination to be a leader and role model. Blair has taken the industry and brought an excellent example of a woman of local regard, addition and progress and related work.



# Links to Future Leaders Awards publicity



- <https://www.facebook.com/pages/The-Old-Library-Lloyds-of-London/344105922293901>
- <http://www.ad-hoc-news.de/keily-blair-associate-at-morrison-and-foerster-uk-llp-received-formal--/de/News/44756945>
- <http://www.streetinsider.com/Press+Releases/Anti-Corruption+Expert+Raises+the+Bar+by+Winning+the+Prestigious+Women+in+the+City+Future+Leaders+Award+2015/10715723.html>
- [http://www.bloomberg.com/research/markets/news/article.asp?docKey=600-201507101144BIZWIRE\\_USPRX\\_BW5547-1](http://www.bloomberg.com/research/markets/news/article.asp?docKey=600-201507101144BIZWIRE_USPRX_BW5547-1)
- <http://www.ramattejani.com/women-city-2015-future-leaders-award/>
- <http://finbuzz.com/gender-equality-and-the-city-keily-blair-named-future-leader-2015/>
- <https://www.capgemini.com/events/women-in-the-city-future-leaders-award>
- <http://www.lawfuel.com/london-law-associate-receives-futures-leaders-award>
- <http://uk.reuters.com/article/2015/07/10/women-in-the-city-idUKnBw105547a+100BSW20150710>
- <http://www.pagepersonnel.co.uk/our-expertise/secretarial-and-business-support-recruitment/women-city-future-leaders-awards-2015-top>
- <http://finance.yahoo.com/news/anti-corruption-expert-raises-bar-154400890.html>
- <http://www.mofo.com/resources/news/2015/07/150710keilyblair2015futureleadersawards>
- <http://www.marketwatch.com/story/anti-corruption-expert-raises-the-bar-by-winning-the-prestigious-women-in-the-city-future-leaders-award-2015-2015-07-10>
- <http://www.pr-inside.com/anti-corruption-expert-raises-the-bar-r4270589.htm>
- <http://www.enhancedonlinenews.com/news/eon/20150710005548/en>
- [http://www.advfn.com/news\\_Anti-Corruption-Expert-Raises-the-Bar-by-Winning-t\\_67656154.html](http://www.advfn.com/news_Anti-Corruption-Expert-Raises-the-Bar-by-Winning-t_67656154.html)
- <http://www.onenewspage.co.uk/n/Press+Releases/7554wwucn/Anti-Corruption-Expert-Raises-the-Bar-by-Winning.htm>
- [http://www.advfn.com/news\\_Anti-Corruption-Expert-Raises-the-Bar-by-Winning-t\\_67656154.html](http://www.advfn.com/news_Anti-Corruption-Expert-Raises-the-Bar-by-Winning-t_67656154.html)
- <http://www.finanznachrichten.de/nachrichten-2015-07/34302033-anti-corruption-expert-raises-the-bar-by-winning-the-prestigious-women-in-the-city-future-leaders-award-2015-004.htm>
- Coverage through media partners, Dialogue
  - Total Readership Reach: 1,078,254
  - Total Digital Engagement: 43,432

# + Twitter: our followers



## Country



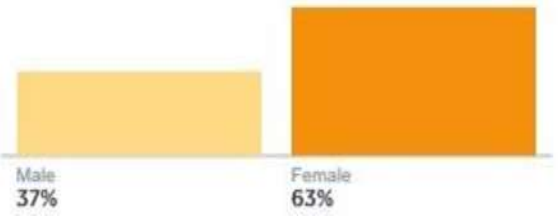
## Region



## Interests



## Gender



Sources: Twitter

# + Twitter: stats |1

## ■ Reach: March – July 2015

- Mention Reach: 1.17m
- Retweet Reach: 2.01m
- Mentions: 1k
- Favourited: 1.1k
- Retweets: 1.2k

### Top card Tweet earned 1,463 impressions

Future Leader Award Winner Announced!  
Congratulations to Keily Blair  
[citywomenflaward.co.uk/winner-announc...](http://citywomenflaward.co.uk/winner-announc...)  
[pic.twitter.com/wbKpO9535S](https://pic.twitter.com/wbKpO9535S)



👤 4 ★ 8

Sources: Twitter, SumAll

1-30 July 2015

### Engagements

Showing 31 days with daily frequency

#### ENGAGEMENT RATE

1.9%

Jul 31  
2.0% engagement rate



#### LINK CLICKS

582

Jul 31  
27 link clicks



On average, you earned 19 link clicks per day

#### RETWEETS

293

Jul 31  
12 Retweets



On average, you earned 9 Retweets per day

#### FAVORITES

333

Jul 31  
4 favorites



On average, you earned 11 favorites per day

# + Twitter: stats |2

## Tweets

Tweets with your Twitter Cards that drove the most clicks.

| TWEET |  |
|-------|--|
| 1     | Future Leader Award Winner Announced! Congratulations to Kelly Blair <a href="http://citywomenflaward.co.uk/winner-announc...">citywomenflaward.co.uk/winner-announc...</a> <a href="http://pic.twitter.com/wbKpO9535S">pic.twitter.com/wbKpO9535S</a> |
| 2     | What 4 things does a modern leader need to have? <a href="http://ln.is/co.uk/x05Oy">ln.is/co.uk/x05Oy</a>  |
| 3     | Future Leaders Award – I almost didn't ... but I'm glad I did <a href="http://citywomenflaward.co.uk/future-leaders...">citywomenflaward.co.uk/future-leaders...</a> <a href="http://pic.twitter.com/E3G2oO8jpf">pic.twitter.com/E3G2oO8jpf</a>        |
| 4     | See the 10 shortlisted candidates for this year's #FutureLeaders Awards. 5 finalists will be announced tomorrow! <a href="http://bit.ly/1LLYiMd">bit.ly/1LLYiMd</a>  |
| 5     | Debra Ward to present Future Leaders Award 2015 <a href="http://ln.is/co.uk/2F0BE">ln.is/co.uk/2F0BE</a>   |

Sources: Twitter

Top mention earned 131 engagements



Samantha Quaye

@MrsQuaye · Jul 11

TY @WomenintheCity for making me a finalist in the 2015 #FLAward

Whole process was an amazing experience.

#LeanIn [pic.twitter.com/qw6YtOYw6t](http://pic.twitter.com/qw6YtOYw6t)



↩ 2 ↪ 3 ☆ 14

[View Tweet](#)

Top media Tweet earned 4,088 impressions

"You can aspire to be anything you want".

Inga Beale CEO @LloydsOfLondon

[pic.twitter.com/4v5MTRMpBr](http://pic.twitter.com/4v5MTRMpBr)



↩ 10 ☆ 0

[View Tweet activity](#)

[View all Tweet activity](#)

# + Twitter: stats |3



## Most Reach

@[yahoo.com](#), who posted on July 11th at 1:36pm, has the most followers (135,300).

Keily Blair, Associate at Morrison & Foerster (UK) LLP, received formal recognition of her leadership talent today when she scooped this year's Women in the City Future



[yahoo.com](#)

Influence: 17 Followers: 135,300

## Most Spread

On July 13th at 2:30pm @[ICAEW\\_talk](#), who has 11,134 followers, posted a mention that spread to 44,548 additional people.

Congratulations to @[KeilyBlair](#) on winning #FLAward 2015 #YouCantBeWhatYouCantSee @WomenintheCity



[ICAEW Talk](#)

Influence: 53 Followers: 11,134

Tweets from the ICAEW social media team covering events and member services for ICAEW Chartered Accountants.

## Most Popular

The most popular mention appeared on July 10th at 10:41am, posted by @[WomenintheCity](#), and as of July 16th at 5:46pm, was retweeted 7 times.

Congratulations to Keily Blair Our 2015 Future Leader Award Winner! #FLAward <http://twitter.com/HelenMarsters/status/...>








[Women in the City](#)

Influence: 57 Followers: 5,858

Award winning organisation. Promotes, recognises, rewards female talent. Awards, Annual Lunch, Project Diamond, Networking, Brand Partnerships, Champions.

## Influencers

Top accounts that tweeted links to your content.

|   | ACCOUNT  | IMPRESSIONS | URL CLICKS |
|---|--|-------------|------------|
| 1 |  <b>Women in the City</b> @WomenintheCity<br>Award winning organisation. Promotes, recognises, rewards female talent...<br><a href="#">View Tweets</a>       | 5,834       | 70         |
| 2 |  <b>Inclusion @ Lloyd's</b> @LloydsInclusion<br>Tweeting about Diversity and Inclusion in insurance and beyond. Inclusion...<br><a href="#">View Tweets</a> | 174         | 6          |
| 3 |  <b>Natasha Clayton</b> @naashclayton<br>Passionately and ambitiously creating a more sustainable, people focused u...<br><a href="#">View Tweets</a>       | 199         | 2          |
| 4 |  <b>Sonia Bate</b> @EdiDevelopment<br>I am the Managing Director of Edit Development, we have three core practic...<br><a href="#">View Tweets</a>          | 60          | 2          |
| 5 |  <b>Faye Thomassen</b> @fayethomassen<br>Head of #Digital for an industry leading global firm, tweeting about all thin...<br><a href="#">View Tweets</a>    | 17          | 2          |



# + LinkedIn Group: overview



**Women in the City** 914 members

Discussions Promotions Jobs About Members Search Manage

Summary **Demographics** Growth Activity

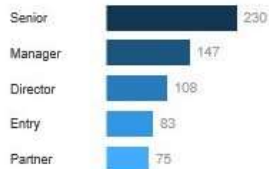
**MEMBERS**

914

**COMMENTS LAST WEEK**

0

**SENIORITY**



**LOCATION**

58% London, U...

**FUNCTION**

10% Human Res...

**SENIORITY**

25% Senior

Looking for group members at a specific seniority level? Members and subscribers can do advanced searches within the group.

**FUNCTION**

10% Human Res...

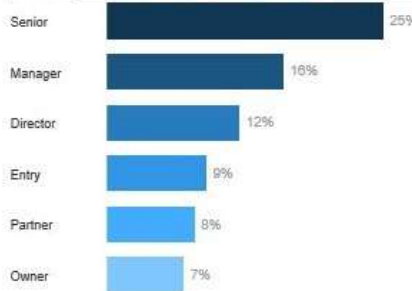
**LOCATION**

58% London, U...

**INDUSTRY**

16% Financial Se...

**SENIORITY FUNCTION LOCATION INDUSTRY**



As at 18 August 2015

Group started October 2012

Award updates posted through Group.

# + Printed publications – featuring sponsors' logos

## ■ Invitation

- Posted to all guests of the Celebration Breakfast and Symposium

## ■ Souvenir programme

- Handed to all guests at the Celebration Breakfast
- Voucher copies sent to advertisers
- Handed out at business meetings
- Downloadable from website

## ■ Award Certificate

- Presented to 5 x Award Finalists







# Face to Face

Attendance at Future Leaders Events



- March Launch Event – held at Chartered Accountants’ Hall
  - 90 people attended
  - ICAEW speaker Sharron Gunn
  - HSBC speaker Amanda Murphy
- July Symposium and Celebration Breakfast
  - 100 people attended
  - ICAEW, HSBC, Lloyd’s and Capgemini representatives on Symposium Panel and Keynote Speaker from Lloyd’s
  - Visual branding and printed materials on display

# + Third Party



- Winner: Keily Blair- MoFo
  - Featured on company intranet – worldwide
  - Personal tweets
  - Client base aware of win, with many letters of congratulations
- To be featured in Dialogue magazine September 2015



Keily Blair receiving Award from Debra Ward, 2014 WOA Award Winner



# Future Leaders Award Breakfast & Symposium 10 July 2011

