



## Strategies for Increasing Female Participation at Events

A female presence at events sends an important message to the audience that is not just symbolic. People notice the presence of female experts and the value that women bring to the issue under discussion, including different perspectives and human angles.

We've developed the following strategies to help maximise the inclusion of female subject matter experts (SMEs) in events and encourage participation of women:



### Design of the Event

- Plan for the inclusion of female SMEs and participants well in advance of each event
- Leverage every opportunity to identify female experts including board members, IAEA contacts, INSEN and NSSC networks, and members of Women in Nuclear and other professional organisations
- Identify suitable female SMEs through your extended networks of experts
- Target all funders and organisations that provide cost-free experts so they are prepared to identify female SMEs when asked
- Consult with organisations in other countries to help identify their local female experts
- Design event outreach material to be attractive to women. For example, include images of both female and male experts engaged in the particular sector or subject matter



### Promotion of the Event

- Positively advertise the existence of funding to support attendance at your events
- Use social media to publicise the event including, where appropriate, availability of funding to support attendance
- Provide additional incentives to attend, where possible



### Management of the Event

- Take a positive, affirmative approach to applications by female SMEs