

## Society for Canadian Women in Science and Technology (SCWIST)

SCWIST is a non-profit association that promotes, encourages and empowers women and girls in science, engineering and technology. WWEST Partners funding supports their workshops that target students, recent graduates and professional women in the STEM fields.

The 2012 workshop series had a “Personal Branding” theme. Topics covered were:

- Dress for Success
- How to Successfully Market Yourself Online
- The Whole Package: How to Present Yourself Well and Leave a Good Impression
- The Art of Negotiation

Participants are surveyed after the event and a typical result is that 88% had gained new knowledge/skills that would help them advance in their work or studies, and that 69% had expanded their professional or personal network.

The 2013 workshop “How to market you skills to a job in a new field in a new country” was targeted to immigrant professional women. The participants learned about Canadian success stories and how to market transferable skills. There was also the opportunity to network with the attendees, SCWIST members and the speaker. The post-event survey revealed that 77% of participants were more familiar with showcasing their skills, 62% were more confident in applying for a job outside their area of expertise, and 100% were more comfortable with networking in a professional setting.

