About This Event Kit

So you are ready to host a **Sit With Me** event?

Hosting a **Sit With Me** event is a unique opportunity to highlight the technical women in your organization or at your institution for all of the great work that they do. An event also creates awareness around the importance of women’s participation in computing and technology.

We’re thrilled that you’re ready to host a **Sit With Me** event! This Event Kit will help you plan for a successful event by guiding you with practical advice and real-world examples of other organizations events and campaigns. We can’t wait to hear about yours.
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What is Sit With Me?

Co-created by NCWIT members, this national advocacy campaign provides an exciting platform for the advancement of women in the field of technology. It is designed to grab attention, build a conversation, and drive action.

The goal of the campaign is two-fold:
1. To **support** and **empower** women to reach their full potential as technologists
2. To **inspire** others to take action on behalf of technical women – so they feel validated, supported, and that their technical contributions are valued.

The campaign centers on a small but symbolic action: women (and men) sitting down to raise awareness for women’s role in computing. By sitting together, we hold a space for an honest conversation and create a place for discussions about our hopes and challenges for the future of women in information technology (IT).

The **Sit With Me** campaign uses an iconic Red Chair to symbolize that women in technology need more seats at the technical design table, that men and women can sit in support and solidarity for technical women, and that one highly visible action can instigate others to take action. The red chair itself is made out of 111 recycled Coke bottles.

The website ([www.sitwithme.org](http://www.sitwithme.org)) is where everything takes place. Participants can post their stories, photographs, and videos. They can purchase a chair, and 60% of the purchase price goes to help run NCWIT’s program. It also provides a great place for people to check out others’ stories and photos; and participate via the existing social media channels (Twitter, Facebook, Vimeo, and Flickr).
Who’s Been Sitting in the Chair?

Since the campaign’s beginning in 2012, thousands of change leaders have participated with Sit With Me in support of developing a more diverse technical workforce. Here are a few examples...

Meryl Streep

Mayim Bialik

Van Jones

Donna Brazile

Chelsea Clinton
What Members Are Saying

“Our event was fabulous and the RED CHAIR (it was so wonderful, it gets capital letters) was the perfect feature to include. Thanks so much for making the chairs available to us! The girls got the sense that their passion for technology is truly needed in the world.”
- Sharon Wilkerson, SVP, BAML

“The Sit With Me campaign was a great success at the Missouri, Iowa, Nebraska, Kansas Women in computing conference. It gave conference participants, speakers and sponsors a great way to show off their enthusiasm for their careers in technology.
- Abbey Trotta, Software Engineer, FireMon

“Indiana University women have truly been inspired by Sit With Me, and take the chair to all their recruiting events. They chose a name that embodies SWM: WESIT, and have even made their own movie version about the red chair.”
- Maureen Biggers, Assistant Dean, Indiana University

“For us, the Red Chair represents progress, as more people are made aware of this issue through the Sit With Me campaign”
- Kylie Moden, Student, Trinity University

“In 20 years of marketing, I’ve rarely seen a campaign garner so much goodwill and word-of-mouth before it’s official release. With the right partners, I have no doubt the Sit With Me campaign will change the national conversation about women in technology.”
- Mitch Baronowski, Founding Partner, BBMG

“Sit With Me is simple, elegant, fun. Whenever the chair is in the room, it is the “senior VP” there, and it commands attention”
- Colin Bodell, CTO & EVP, Time Inc.

www.sitwithme.org
How To Get A Chair

The Red Chair is at the center of the campaign, and more importantly it is a conversation starter and a symbol for women’s contributions in the technology and computing.

Here are two different ways to get a chair and start the conversation:

**Purchase a Red Chair**

The kind folks at Emeco are supporting the campaign, and 60% of your purchase will go toward NCWIT programs, research, and resources that support women working in technology and computing. Orders take 1-2 weeks for processing, so please plan ahead.

*Buy a Red Chair Now*

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**Request a travelling Red Chair**

We’ll send you a Red Chair to borrow for your event. We have ten chairs that are available for up to three weeks. Once you have finished using the Red Chair, you can return it when you are done. We will even cover the shipping!

*Get a Travelling Red Chair*
Hosting a Photo Shoot

Photos are a great way to quickly mobilize, share, and memorialize your group’s Sit With Me event. When hosting an event consider designating someone as a team photographer who can document the event, and post to social media tagging: @sitwithme.

We encourage all groups to designate an area of their event that can serve as a “homebase” for the Red Chair. You can utilize a custom banner or an approved NCWIT Sit With Me banner as a backdrop for the image. Invite individuals or small groups to sit in or next to the Red Chair, joining thousands of others in the symbolic action to encourage women and young girls to pursue careers or education in STEM fields.

In the event checklist on the right, you can find everything you will need to host a successful Sit With Me event. You can click on any of the items in the checklist and that will take you to the specific part of the website where you can find these items.
Creating Video

Creating videos can be a fun and exciting project. Videos are an effective way to show off what your organization is doing with the campaign. When filming we recommend that you follow this four step process to help create a meaningful and effective Sit With Me video:

**Contact Sit With Me**
It is important that you contact us so that we can support the production of your videos. Email us at: info@sitwithme.org.

**Define your scope**
How many videos do you anticipate creating?
Who will be involved?
How will you display these videos?

**Define your schedule**
**What is the expected time to:**
- Identify resources (camera, greenscreen, script, etc.)
- Prep legal and any communication approvals (both internally, and with Sit With Me)
- Production work
- Post production editing

**Get Filming!**
Please take a look at the examples on page 8 for some good ideas on what a successful Sit With Me film looks like. When you have completed your video(s), please feel free to share it on social media tagging @sithwithme.
Video Examples

Below are some examples of what member organizations have done when filming stories with the red chair. Each video has a different level of production but are equally effective. Please click on the videos to watch them online. You can also find all of the Sit With Me videos here.

Executive Series Videos with AT&T

AT&T filmed a series of videos featuring 13 different company executives. They each spoke about the importance of a diverse workforce, and the journey they each took to get to where they are now. Sit With Me and AT&T released videos on a weekly basis. This is an effective way to film a series of videos.

Event Videos with Intuit

At the Grace Hopper Conference in 2014, Intuit hosted a red chair for their employees at a private event. They invited their employees to sit in the chair and write a message as to why they were sitting. This video is a good example of what organizations can do that is not as scripted as an Executive series, but just as effective at getting the message across.

Promotion Video with Gov. Nikki Haley

Ahead of one of their many Sit With Me events, IT-Ology invited the Governor of South Carolina, Nikki Haley, to sit in a red chair of her own and share why it is important to have more girls get involved in STEM. This video is a prime example of using the campaign to promote an event you are planning to host. If you can secure a big name to promote your event beforehand, it is bound to be a success!
Additional Filming Tips

Angle the Red Chair so that it’s visible with your presenter; or, consider having the person stand next or behind the chair and inviting the audience to join them in “taking a stand.”

If available, use a teleprompter to make it easier to have a conversation with the camera instead of memorizing a script.

If available, use a green screen. Post production will be easier and the video will look more professional and consistent.

Ask participants to avoid wearing solid colors. Especially red, black, and white.

Talk about your personal narrative: what inspired your involvement in the red chair, why or how it has inspired you, and what you want to inspire in others?
Sample Social Media Messaging

To make the process as seamless as possible, we have provided you some pre-approved social media content that you can use to promote your event. Feel free to modify the following tweets and posts for your own use. Make sure to include these handles and hashtags whenever possible: @sitwithme, #sitwithme, and #womenintech.

**Twitter**

**Standard Tweets:**
- Very excited to welcome @SitWithMe to our community // Doing our part to close the gender gap in IT // @NCWIT // www.sitwithme.org
- “We sit to inspire women in computing and IT.” // Come learn more about the Red Chair // www.sitwithme.org
- This video features [Name and Title] on [Short description of content] // [Video Link]

**For events that are open to the public:**
- Join us and the @SitWithMe red chair to learn about closing the gender gap in Information Technology // [Event Details] // www.sitwithme.org
- The @SitWithMe Red Chair will be at our event on [DATE] // #womenintech // www.sitwithme.org

**Facebook**

**Standard Posts:**
- This video features [Name and Title] Watch as she/he talks about the need for a diverse technical workforce // [Youtube link] // #womenintech #sitwithme
- Looking forward to the [Event Name]. Please come and support Women in IT by joining us [event info] and sitting in the @sitwithme red chair // #womenintech #sitwithme #redchair
- Check out all these great photos from our @sitwithme event // [flickr photo link] // Thanks to all those who participated and helped make this such a great event! // #womenintech #sitwithme

www.sitwithme.org
Sit With Me Resource Quick Guide

Like you, the Sit With Me campaign has a lively personality: an iconic symbol, a red-and-white color palette, as well as a story bank of images and artwork. As you might expect, all this is meant to be shared to help get the word out.
Tell Us What You Think

What else do you want to know? What other tools do you need? How’s it going? Are you sharing your story with us?

Call Anytime
(303) 735-6671

Email Us
info@sitwithme.org

Engage Online
www.sitwithme.org

Facebook:  http://www.facebook.com/sitwithme
Vimeo:  http://vimeo.com/sitwithme

Twitter: http://twitter.com/sitwithme @sitwithme
Flickr:  http://flickr.com/photos/sitwithme/

Write or Stop By
NCWIT
c/o University of Colorado
1125 18th Street, Suite 231
Boulder, CO 80301

With Thanks
NCWIT thanks Google and Emeco for their support of the Sit With Me campaign. Deep bows of gratitude to AT&T for their help in the developing of this event kit And, last but not least, NCWIT wishes to thank our lifetime partner, Apple, as well as our strategic partners—National Science Foundation, Microsoft, Intel, and Bank of America—and also our investment partners—Avaya, Pfizer, AT&T, Bloomberg, HP, and Merck.

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