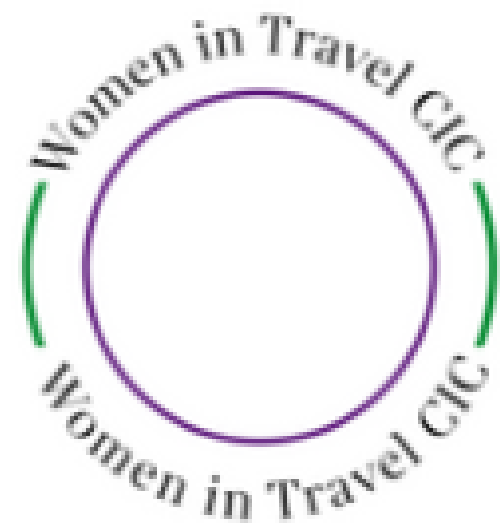




# Corporate Allyship Membership

## Women in Travel CIC

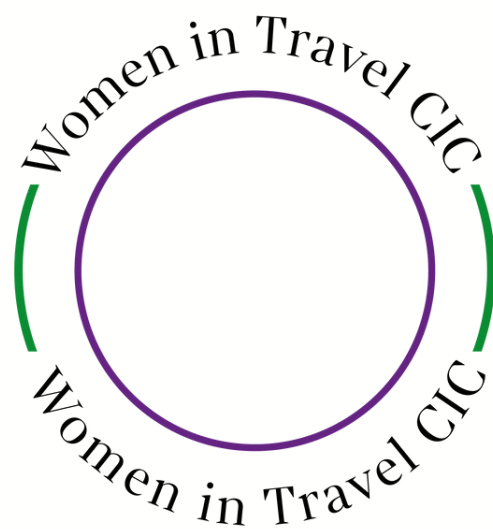






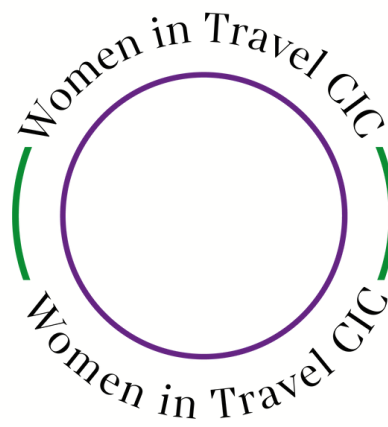
- About Us
- Why Allyship
- What's included
- Tiered benefits
- Programme Structure

# CONTENT





# About Us - Women in Travel CIC



- **Women in Travel CIC is the award-winning social enterprise that connects underserved, diverse female+ talent to employment and enterprising opportunities in the travel, tourism and hospitality industry.**
- **We provide the wrap-around care needed by our candidates and employers to foster their talent and integration in the workplace.**
- **We are pioneers in fostering Allyship in Travel, Tourism and Hospitality and we created the first ever Male Allyship Network in 2021 backed up by some 30 leaders.**



# What is included in the membership

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**PERSONALISED MALE ALLYSHIP PROGRAMME WITH  
ONLINE AND ONSITE TRAINING AND MENTORING;  
RESOURCES AND RESEARCH**

**ACCESS TO OUR MONTHLY WEBINARS AND  
NETWORKING EVENTS ON AND OFF LINE**

**DEDICATED SOCIAL MEDIA, WEBSITE LOGO &  
FEATURES IN THE NEWSLETTER**

**TIERED MEMBERSHIP ( BRONZE/SILVER/ GOLD)**





# Male Allyship Network

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**It was set up as an inclusive platform in May 2021 to encourage senior male leaders to come forward as visible allies to women and other minority groups.**

**UK/ International reach**

**12-month membership / 8-month mentoring cycle.**

**Male+ and Female+ can become visible allies with whom we engage in a variety of programs such as the Male Allyship Network and mentoring circles.**



# Allyship Training

## HOW TO BECOME A GOOD ALLY?

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We offer personalised allyship training which we deliver online or onsite based on the company's needs and availability. Depending on the tier, training is on or offline, for up to 15 members of staff.

### Training includes:

- What is allyship and why it matters?
- How to become a proactive ally?
- How to use allyship to foster a more inclusive culture?
- Terminology, definitions and more



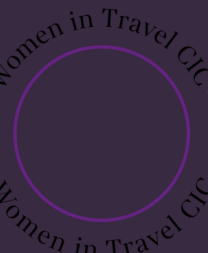
# Allyship State of the Nation Research



IN 2023 WE LAUNCHED THE  
FIRST-EVER ALLYSHIP  
INDUSTRY RESEARCH

**THE STATE OF THE NATION.  
ALLYSHIP IN TRAVEL,  
TOURISM AND HOSPITALITY.**

Being a company ally gives you an opportunity to be at the front of our research, take part in the interviews, and focus groups, assess your company's allyship culture and partner up at the IWTTF Conference.





# Allyship Resources

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## **DEDICATED G-DRIVE FOLDER**

Including video recordings of the sessions, a calendar of events, presentations, allyship articles, and training sessions.

## **PRIVATE WHATSAPP GROUP**

Safe space to connect with fellow mentees, and discuss business challenges and opportunities.

## **ONE-ON-ONE CHECK-INS**

Dedicated team member to track your allyship journey and progress  
- always ready to support!

## **SOCIAL MEDIA ASSETS AND LOGO**

All you need to share your allyship journey with the world!



# Our Events

## COMMUNITY FOCUS

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## INTERNATIONAL WOMEN IN TRAVEL AND TOURISM FORUM (IWTTF).

### IWTTF AWARDS

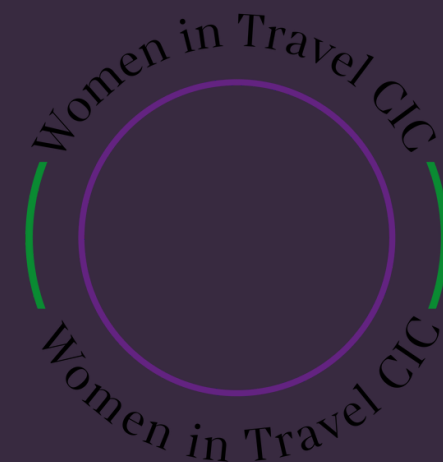
**Live Networking Sessions**

**External Speaker led Events**

**Internal learning, mentoring, and  
networking sessions**



# Monthly Events



## OVERVIEW

- **All FREE, 45 to 60 minutes**
- **Lunch N Learn webinars**
- **Open Networking events**
- **Allyship training**
- **Programme reviews**
- **In-person meet-ups**



# Visibility

SOCIAL MEDIA, PRESS, EVENTS

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LinkedIn Posts



Instagram Posts



Press Releases



WIT Newsletter



Events (webinars,  
panel  
disucssions,  
collaborations)



# ALLYSHIP MEMBERSHIP OFFER

## BRONZE

£ **3500**

annually

- ✓ 3 Allies + 3 Mentees (UK/International)
- ✓ 1 Internal Allyship Training
- ✓ Allyship Research. State of the Nation.
- ✓ Access to allyship resources
- ✓ Social media visibility
- ✓ All Free Lunch & Learn sessions (3 people)

## SILVER

£ **5000**

annually

- ✓ 5 Allies + 5 Mentees (UK/International)
- ✓ 2 Internal Allyship Training
- ✓ Allyship Research. State of the Nation.
- ✓ Access to allyship resources
- ✓ Social media visibility
- ✓ Speaking opportunity
- ✓ All Free Lunch & Learn sessions (5 people)

## GOLD

£ **8000**

annually

- ✓ 10 Allies + 10 Mentees (UK/International)
- ✓ 2 Internal Allyship Training
- ✓ Allyship Research. State of the Nation.
- ✓ Access to allyship resources
- ✓ Social media visibility + Press & Newsletter release
- ✓ Speaking at IWTTF Panel & Webinars
- ✓ First right of refusal for IWTTF & Awards sponsorship
- ✓ 2 Internal mentoring reviews
- ✓ All Free Lunch & Learn sessions (10 people)



# Our Allies' Testimonials

**Anthony Daniels, GM Hurtigruten Group:** This was my first official mentor programme and from start to finish it has been an excellent programme. My connection to my mentee was ideal and we both have learnt a lot from the experience and will continue to work together.

**Sam Clark, Co-founder & MD at Experience Travel Group:** Inspiring! Would recommend it to anyone - a fantastic source of inspiration and occasionally even an invaluable chance to glimpse the world from someone else's perspective.

**Clive Wratten, CEO, The Business Travel Association:** It's been a great experience and it's so rewarding to have hopefully helped my mentee in her career, alongside making a new acquaintance and developing my own skills.

**Shaon Talukder, CEO, Geotourist:** The programme has helped me recognise how to identify ways to support others and offer a safe space for them to share their real challenges. Active listening is a key skill which will ensure that you can really make progress.

**Finnbar Cornwall, Travel Industry Leader & Auto at Google:** It's a great programme. Personally, I've really enjoyed the mentees I've met - they've given me as much as I've (hopefully) given them.



# Our Mentees' Testimonials

**Jools Sampson, Retreat designer and business owner Reclaim Your Self Retreats:** This programme is absolutely brilliant. To be paired with someone who has so much knowledge and experience to share has given me so many practical skills and professional confidence to take my business to the next level.

**Samantha Sellers, Founder & Director, Take Me to Africa:** Having a mentor in the industry has been so fantastic and has really helped me grow in confidence, which has in turn meant I have been able to grow the business beyond all expectations in such a short time. I was so well matched with my mentor that I now also have a friend for life!

**Hafsa Gaher, Founding Partner and Director at Archer & Gaher Adventures:** Thank you for involving me in the M.A.N programme. I feel that this added perspective has allowed me to look at my business with new eyes and has given me the extra impetus to move forwards with new and exciting strategies to develop further.

**Annabelle D'Silva, Brand Marketing Manager:** I am so grateful to have been a part of the MAN mentoring programme. I'd never had a mentor before so it was totally new to me but I was lucky enough to have a dedicated mentor who gave me lots of advice and helped me see new perspectives. It was also amazing to be in touch with so many other inspiring women within the travel space.



# Thank you for your interest!



**Alessandra Alonso**

Founder & MD Women in  
Travel CIC

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Women in Travel CIC



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