

Automotive 30% Club

Inspiring

— Automotive Women —

Awards 2021
PR and Comms Kit

Sponsored by



Jardine Motors Group

Supported by



VOLKSWAGEN

GROUP UNITED KINGDOM LTD



Solus Accident Repair Centres

"We're here to get our customers back to normal"

Introduction

The Automotive 30% Club's Inspiring Automotive Women Awards 2021 digital ceremony is being held on the 7th of October 15:00-17:00.

This PR and Comms kit includes all of the information your organisation will need to guide you through our communications plan, and will assist you with the announcement of the Inspiring Automotive Women Award Winner(s) within your company.

We kindly ask that you respect our embargo, and wait until we have made our public announcement at 9.00am on Thursday 7th October before making any announcements of your own.

We would be grateful if you would share our communications far and wide to amplify the noise in recognising and celebrating our Inspiring Automotive Women Award Winners for 2021.



Automotive 30% Club

Our Social Media Activity Plan

This page shows the dates and content of our social media activity. The following pages will detail how you can support our activities and support them with your own content.

Mon 27th Sep	Announce the date of the Awards Ceremony
Mon 27th Sep	Sponsor message from Jardine
Tues 28th Sep	Sponsor message from Close Brothers
Weds 29th Sep	Sponsor message from Auto Trader
Thurs 30th Sep	Sponsor message from Solus Accident Repair
Fri 1st Oct	Sponsor message from Volkswagen Group UK

Mon 27th Sep	Register to view the digital awards ceremony
Weds 6th Oct	Looking forward to the Award Ceremony tomorrow
Thurs 7th Oct	Announcing all the winners - 19 posts throughout the day recognising the overall winner, the special recognition winners and winners
Fri 8th Oct	Post of all the winners raising their glasses of champagne
Mon 11th Oct	Video of Julia in conversation with the overall winner
Tues 12th Oct	Video of Julia Q&A session with Special Recognition winners
Weds 13th Oct	Video of Clare Wright, HR Director, Jardine Motors Group in conversation with the sponsors
Thurs 14th Oct	Final Article

Support our Activities

By working together we can amplify the impact we will have on social media.

Here is how you can support our social media activities:

- Encourage colleagues to connect with the Automotive 30% Club on LinkedIn, Twitter and Facebook.
- We will be linking member companies and the winners to our social media posts. Please ensure all like, comment and share.
- Encourage your senior leadership team to endorse and share the posts on social media featuring your winner(s).
- Share the interviews which will feature your winner(s) on the Club's Inspiring e-zine over the coming months. Your colleague can subscribe using this [link](#).

Your Own Activities

The following are some ideas of activities you can do both publicly and internally. Please note this is not an exhaustive list:

- Create your own feature or article about your winner(s) and publish on your website and share on internal comms.
- Announce your winner(s) on your social media platforms after the embargo is lifted at 9am on Thursday 7th October - tag us in please so we can share them. (see page 6)
- Include the quote from Julia Muir and reactions from your own key people. (see page 4)
- Don't forget to use the hashtags #IAWAwards2021 #Auto30Club #Inspiring on your social media posts.
- Don't forget to include images of your winner(s) celebrating their win along with their awards.

Julia Muir Quote

“I am very proud to be able to celebrate our wonderful Inspiring Automotive Women Award Winners for the third year running. In the short time since I started this initiative to recognise the most inspiring women in the sector, our Automotive 30% Club membership has grown to include more than 50 business leaders, and our campaign to achieve a better gender balance has gained significant momentum. We now have many more women in CEO and top management roles, as well as a steady increase in female representation in management at all levels in the sector. Women and men are working together to create inclusive cultures and to remove the barriers that have historically prevented women from accessing opportunities or progressing in the automotive industry. Today we recognise all of the brilliant women who have not only made a great contribution to the success of the business in their day job, they have also been fabulous role models to colleagues, overcoming challenges and adversity, and lifting and motivating others as they have risen in their careers. As wonderful ambassadors and advocates for the sector they have inspired the next generation of young women to join the automotive industry, and have promoted their companies as inclusive employers of choice. I thank them all for the great work they are doing to make the automotive sector an environment in which diverse women can thrive, and urge all of our automotive women to continue to make a difference and take more action to drive through the necessary change, because with positive influence and an amazing ability to inspire others comes the responsibility to act, and if not you then who? And if not now, when?” -**Julia Muir, Founder of the Automotive 30% Club**

What we need your winners to do

The digital awards ceremony will be held on the Crowd Comms platform. This means that we will be unable to see the winners during the ceremony.

To help with our planned social media activity following the digital ceremony we would appreciate it if your winner(s) could send the Automotive 30% Club a photo of them celebrating their success. Ideally we would like two photos:

- Holding their award
- Celebrating with a glass of champagne

We would appreciate it if these images can be sent to sophie@automotive3oclub.co.uk by 10am on the 8th October.



A great image of Rebecca Wright-Lloyd, Auto Trader celebrating during last year's digital awards ceremony

Social Media & Hashtags



@Automotive Thirty Percent Club



@Auto30Club



@Automotive 30% Club



@Inspiring.Ezine

#IAWAwards2021

#Auto30Club

#Inspiring

Contact Us

Should you have any further questions, please don't hesitate to contact us on the below details:

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