



**WOMEN AND  
TECHNOLOGY  
TANZANIA**

# **TANZANIA WOMEN AND TECHNOLOGY CONFERENCE 2025**

Event Name: Tanzania Women and  
Technology Conference 2025

Theme: Accelerating Action

Date: 4th March, 2025

Time: 09:00 – 13:00

Venue: TBC

Target Audience: Women entrepreneurs, tech  
professionals, investors, policymakers,  
academicians, and leaders in the non-profit  
and private sectors.

Number of Guests: 100 invited attendees

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# CONTEXTUAL BACKGROUND

The global technology sector is rapidly evolving, presenting immense opportunities for innovation and economic growth. However, women remain significantly underrepresented in this dynamic field, a disparity that hinders progress and limits the industry's full potential. This gender gap is particularly pronounced in Tanzania, where unlocking the potential of women in technology is crucial for driving economic development and fostering a more inclusive and equitable society. Addressing this gap is not only a matter of fairness and social justice; it's a strategic imperative for maximizing innovation, creativity, and economic prosperity.

The underrepresentation of women in tech in Tanzania manifests in various ways, from limited access to education and training in STEM fields to systemic biases and barriers that prevent women from advancing in their careers. This not only limits individual opportunities for women but also deprives the tech industry of diverse perspectives and talent, hindering innovation and problem-solving. A more inclusive tech sector, where women are empowered to lead and innovate, is essential for developing solutions that address the unique challenges and opportunities facing Tanzanian communities.

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## CONTEXTUAL BACKGROUND

The Tanzania Women and Technology Conference was established to directly address this critical need. It serves as a vital platform for championing the cause of women in tech by connecting key stakeholders, showcasing groundbreaking innovations, and inspiring concrete action. The conference brings together women entrepreneurs, tech professionals, investors, policymakers, academicians, and leaders in the non-profit and private sectors to collaborate, share knowledge, and forge partnerships that drive meaningful change.

This conference is strategically aligned with the celebration of International Women's Day (IWD), observed globally on March 8th. The 2025 IWD theme, "Accelerating Action," serves as a powerful call to accelerate progress towards gender equality and women's empowerment in all spheres, including the technology sector. The conference theme echoes this global call, emphasizing the urgency of taking concrete steps to close the gender gap in tech and empower women to thrive in this vital industry.



# ABOUT THE ORGANIZER

The Tanzania Women and Technology Conference 2025 is proudly presented by The Launchpad Tanzania through its newly formed Tanzania Women and Technology Association (TWTA), which will be officially launched at this event. The TWTA represents a significant step forward in the ongoing effort to empower women in Tanzania's rapidly growing technology sector. It builds upon the foundation laid by previous iterations of the Tanzania Women and Technology Conference, recognizing the increasing need for a dedicated and sustainable organization to champion the cause of women in tech.

The TWTA evolved organically from the success and impact of past conferences. These gatherings highlighted the immense potential of women in technology and underscored the urgent need for a more structured and consistent approach to supporting their growth and advancement. The association was thus established to provide a permanent platform for collaboration, advocacy, and resource-sharing, ensuring that the momentum generated by the conferences is sustained and amplified throughout the year.

The association's core mission is to empower women in technology through encompassing networking, mentorship, advocacy, and access to vital resources. TWTA is committed to fostering a thriving and inclusive tech landscape where women can connect with peers, mentors, and investors, gain access to training and development opportunities, and advocate for policies that promote gender equity in the tech industry. It aims to be the central hub for women in tech in Tanzania, providing a supportive community and a powerful voice for change.



## TWTA VISION AND MISSION

**Vision:** To create a thriving, inclusive, and equitable technology ecosystem where Tanzanian women lead, innovate, and excel.

**Mission:** To empower women in technology through capacity-building, mentorship, and access to opportunities while fostering strategic collaborations and recognizing excellence.



## TWTA MEMBERSHIP

A vibrant and engaged membership base is crucial to the TWTA's success. Membership is open to a diverse range of individuals and organizations, including women working in technology roles, aspiring tech professionals, students pursuing STEM fields, entrepreneurs building tech startups, and organizations that support the advancement of women in tech. Membership fees are 30,000 TZS per Year, and these contributions directly support the association's operations and programs, ensuring its sustainability and impact.

**The benefits of TWTA membership** are designed to provide tangible value and support to women at all stages of their tech careers. These include:

- **Access to Exclusive Events:** Members get priority access to TWTA's exclusive events, workshops, conferences, and networking gatherings, providing valuable opportunities for learning, connection, and professional development.
- **Mentorship Opportunities:** TWTA facilitates mentorship connections between experienced tech professionals and aspiring women in the field, providing guidance, support, and career advice.
- **Networking with Industry Leaders:** Members have access to a powerful network of industry leaders, investors, and potential employers, opening doors to new opportunities and collaborations.
- **Discounted Training Programs:** TWTA partners with leading training providers to offer discounted access to valuable tech skills development programs, enabling members to enhance their expertise and stay ahead in the rapidly evolving tech landscape.
- **Job Board Access:** Members gain access to a dedicated job board featuring tech-related opportunities, connecting them with potential employers seeking diverse talent.

**TWTA's activities** are designed to address the key challenges and opportunities facing women in tech in Tanzania. These activities include:

- **Regular Networking Events:** Facilitating regular networking events to connect women in tech, foster collaboration, and build a strong sense of community.
- **Workshops and Training Programs:** Organizing workshops and training programs focused on developing essential tech skills, leadership capabilities, and entrepreneurial acumen.
- **Mentorship Programs:** Implementing structured mentorship programs to pair experienced tech professionals with aspiring women in the field.
- **Advocacy Efforts:** Engaging in advocacy efforts to promote policies that support gender equality in the tech industry and create a more inclusive and supportive environment for women in tech.
- **Research Initiatives:** Conducting research to identify the specific challenges and opportunities facing women in tech in Tanzania and inform the development of effective programs and initiatives.



# 2024 CONFERENCE BRIEF & IMPACT

The 2024 Tanzania Women and Technology Conference, strategically held at the University of Dar es Salaam, marked a significant milestone in empowering women's participation in the technology sector. Choosing the university as the venue was a deliberate strategy to engage university students and cultivate an interest in technology among future generations of women leaders. This proved highly successful, sparking enthusiasm and inspiring young women to explore careers in tech.

The 2024 conference garnered significant attention and support from prominent figures and key organizations. The event was honored by the presence of esteemed notables such as Hon. Dr. Dorothy O. Gwajima, Minister of Community Development, Gender, Women, and Special Needs, and Michael Anthony Battle, Former US Ambassador to Tanzania (2023-2025). Their participation underscored the importance of the conference and its mission. Furthermore, active involvement from key development partners, including the World Bank, UNDP, the ICT Commission, and COSTECH, highlighted the crucial role of multi-stakeholder collaboration in advancing gender equality in the tech sector. This diverse participation demonstrated a shared commitment to empowering women in technology and creating a more inclusive tech ecosystem.

A central highlight of the 2024 conference was the prestigious awards ceremony, which recognized and celebrated the outstanding achievements of women in technology. These accolades not only honored the contributions of pioneering women in the field but also served as powerful sources of inspiration and motivation for aspiring women technologists, encouraging them to pursue their passions and strive for excellence.

The 2024 conference achieved several key outcomes and demonstrated a significant impact on the Tanzanian tech landscape:

- **Strong Attendance and Diverse Participation:** The conference attracted over 200 attendees, representing a diverse range of stakeholders, including policymakers, tech leaders, young women from various universities and colleges, and aspiring women technologists. This diverse and dynamic environment fostered rich knowledge sharing, valuable networking opportunities, and cross-sector collaboration.
- **Recognition of Excellence and Inspiration:** Six exceptional women were honored for their significant contributions to the technology sector. These awards celebrated their achievements and showcased their inspiring stories, setting a powerful example for future generations of women in tech.
- **Strengthened Networks and Collaboration:** The conference facilitated valuable connections between women in technology and key stakeholders, including government officials, industry leaders, and development partners. These connections fostered collaboration, mentorship opportunities, and potential partnerships, strengthening the overall ecosystem supporting women in tech.

- **Showcase of Innovation and Entrepreneurship:** Beneficiaries of the SheTech Incubator and Accelerator Program were given a platform to showcase their innovative tech solutions. This provided valuable visibility for their businesses, demonstrated the remarkable achievements of women in the technology sector, and inspired other aspiring women entrepreneurs to pursue their own ventures.

- **Engagement of University Students and Future Leaders:** By strategically selecting the University of Dar es Salaam as the venue, the conference successfully engaged university students, fostering a crucial interest in technology among future generations of women leaders. This focus on youth engagement is vital for building a sustainable pipeline of women in tech and ensuring the long-term growth and diversity of the sector.

Overall, the 2024 Tanzania Women and Technology Conference served as a powerful catalyst for empowering women in the technology sector. Through its impactful programming, high-level participation, and focus on recognizing and celebrating women's achievements, the conference made significant strides in advancing gender equality and fostering a thriving tech ecosystem in Tanzania. The 2025 conference will build upon this strong foundation, focusing on even more tangible outcomes and driving concrete action to further accelerate progress.

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## **THE TANZANIA WOMEN AND TECHNOLOGY 2025, EVENT OVERVIEW**

The Tanzania Women and Technology Conference 2025 is a highly focused and impactful event designed to bring together 100 carefully selected stakeholders who are passionate about advancing women's roles in the technology sector. These stakeholders will represent a diverse cross-section of the tech ecosystem, including women entrepreneurs, tech professionals, investors, policymakers, academicians, and leaders from non-profit and private sector organizations. The conference will provide a unique platform for these individuals to engage in meaningful discussions, build valuable networks, and collaborate on concrete actions that will drive progress for women in tech.

The 2025 conference is designed to be more than just a gathering; it is a catalyst for change. The event will foster an inspiring, collaborative, and action-oriented atmosphere, encouraging participants to actively contribute to solutions and commit to tangible steps that will empower women in technology. The intimate size of the conference (100 selected attendees) will ensure focused discussions, deeper engagement, and stronger connections among participants.

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## PROGRAM HIGHLIGHTS

The conference program is carefully curated to maximize impact and provide attendees with valuable insights, practical skills, and networking opportunities. Key program highlights include:

- **Impactful Presentations:** The conference will feature dynamic and informative presentations showcasing successful programs and initiatives that are already making a difference in the lives of women in tech. These presentations will share best practices, lessons learned, and innovative approaches to empowering women in the technology sector, providing valuable insights for attendees to apply in their own work.

- **Interactive Sessions:** Interactive sessions will be a core component of the conference, providing opportunities for participants to actively engage in discussions, share their perspectives, and collaborate on solutions. These sessions will include:

- Mentorship Café:** A dedicated space for structured networking and informal mentoring conversations, connecting experienced tech professionals with aspiring women in the field. This provides a valuable opportunity for attendees to gain career advice, build relationships, and access personalized guidance.


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## PROGRAM HIGHLIGHTS

- **Women in Tech Investment Pitch:** This high-stakes, "Shark Tank"-style segment will feature selected women-led startups pitching their businesses to a panel of investors and grant providers, including representatives from prominent firms such as Warioba Ventures, Serengeti Angel Investors and more. This crucial segment directly addresses the funding barriers faced by many women in tech and provides real opportunities for growth and investment. It underscores the conference's commitment to not just celebrating success but also creating pathways to it.

- **Awards Ceremony:** The conference will culminate in an inspiring awards ceremony, recognizing and celebrating the achievements of trailblazers in the tech industry. These awards will not only honor individual contributions but also inspire and motivate other women to pursue their passions and strive for excellence in the field.

- **Networking Opportunities:** Ample opportunities for networking will be woven throughout the conference, fostering collaboration among attendees and encouraging the formation of public-private partnerships. These networking sessions will provide a valuable platform for participants to connect with potential mentors, investors, partners, and collaborators, building relationships that can extend far beyond the conference itself.

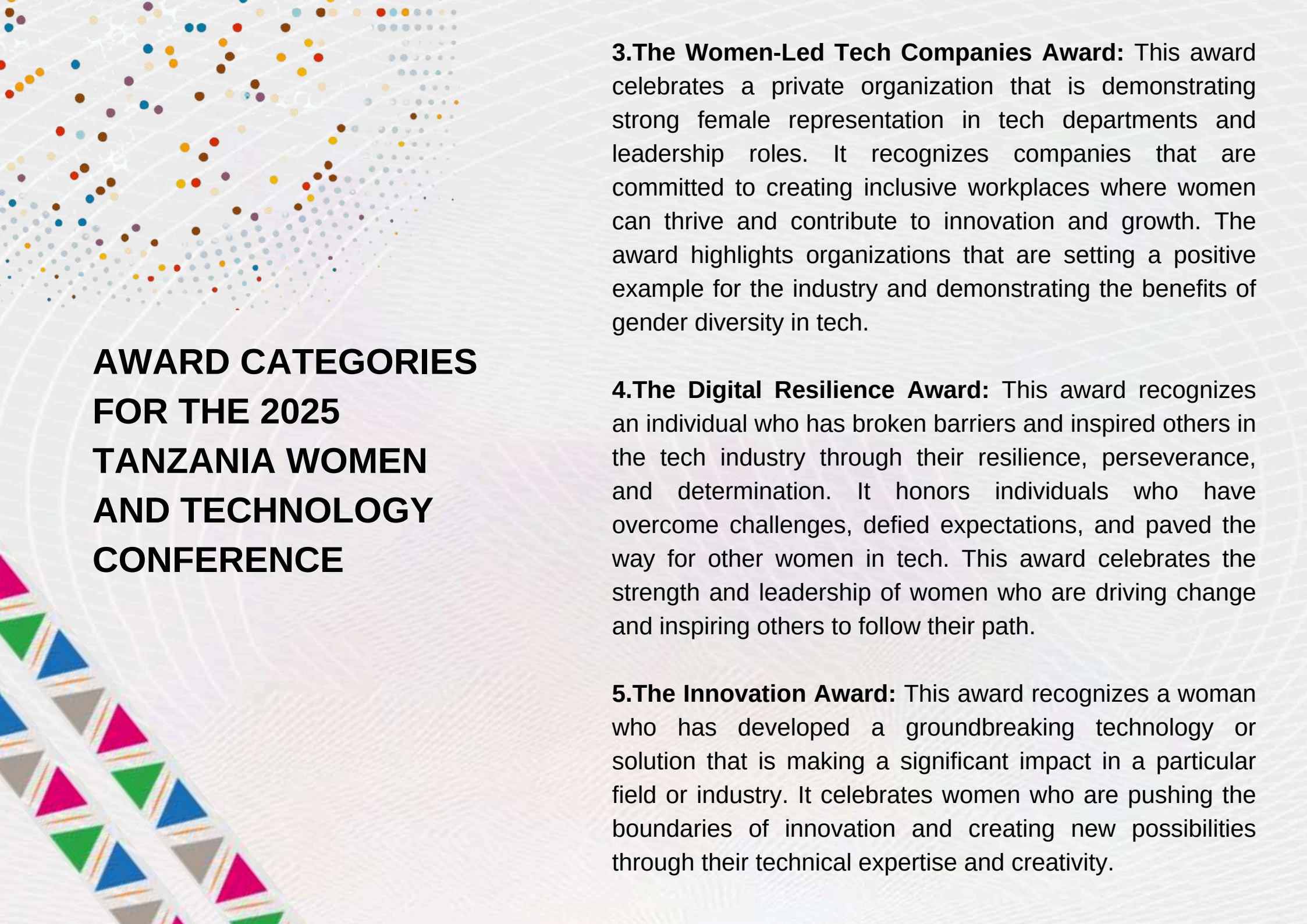
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## AWARD CATEGORIES FOR THE 2025 TANZANIA WOMEN AND TECHNOLOGY CONFERENCE

The Tanzania Women and Technology Conference 2025 will recognize and celebrate the outstanding contributions of women in the Tanzanian tech sector through a prestigious awards ceremony. These awards aim to honor individuals and organizations that are making a significant impact, inspiring future generations, and driving positive change in the industry. The following categories represent the diverse talent and leadership within the Tanzanian tech community:

**1.The Rising Star Award:** This award recognizes emerging young women who are demonstrating exceptional tech savviness and potential for future leadership. It celebrates their early achievements, innovative ideas, and commitment to pursuing a career in technology. Nominees for this award are typically young professionals or students who have shown promise and a passion for tech.

**2.The Impact Award:** This award honors a non-profit organization that is significantly impacting women in tech through its programs, initiatives, or advocacy efforts. The award recognizes organizations that are making a tangible difference in the lives of women technologists, whether through education, training, mentorship, or community building



## AWARD CATEGORIES FOR THE 2025 TANZANIA WOMEN AND TECHNOLOGY CONFERENCE

**3.The Women-Led Tech Companies Award:** This award celebrates a private organization that is demonstrating strong female representation in tech departments and leadership roles. It recognizes companies that are committed to creating inclusive workplaces where women can thrive and contribute to innovation and growth. The award highlights organizations that are setting a positive example for the industry and demonstrating the benefits of gender diversity in tech.

**4.The Digital Resilience Award:** This award recognizes an individual who has broken barriers and inspired others in the tech industry through their resilience, perseverance, and determination. It honors individuals who have overcome challenges, defied expectations, and paved the way for other women in tech. This award celebrates the strength and leadership of women who are driving change and inspiring others to follow their path.

**5.The Innovation Award:** This award recognizes a woman who has developed a groundbreaking technology or solution that is making a significant impact in a particular field or industry. It celebrates women who are pushing the boundaries of innovation and creating new possibilities through their technical expertise and creativity.


## **AWARD CATEGORIES FOR THE 2025 TANZANIA WOMEN AND TECHNOLOGY CONFERENCE**

## **OBJECTIVES OF THE 2025 TANZANIA WOMEN AND TECHNOLOGY EVENT**

**6.The Community Builder Award:** This award honors an individual or organization that is fostering a strong and supportive community for women in tech. It recognizes those who are actively working to create inclusive spaces, provide mentorship and networking opportunities, and empower women to connect, collaborate, and thrive in the tech sector. This award celebrates the importance of community and support in driving the advancement of women in technology.

The 2025 Tanzania Women and Technology Conference is driven by a set of clear and ambitious objectives, building upon the successes of previous years and focusing on tangible outcomes that will accelerate progress for women in the Tanzanian tech sector. These objectives are designed to not only inspire and celebrate but also to create concrete opportunities and drive sustainable change. They reflect the conference's commitment to empowering women at all stages of their tech journeys, from aspiring entrepreneurs to established professionals.

**1.Launch the Tanzania Women and Technology Association (TWTA):** A primary objective of the 2025 conference is the official launch of the TWTA. This association will serve as a central hub for resources, mentorship, networking, and opportunities for women in tech, providing ongoing support and advocacy beyond the annual conference. The launch will aim to establish the TWTA as a recognized and influential voice in the Tanzanian tech ecosystem, with a target of 75 initial members and a functional online platform by end of July 2025.




## OBJECTIVES OF THE 2025 TANZANIA WOMEN AND TECHNOLOGY EVENT

**2. Showcase Impact:** The conference will highlight the tangible achievements and success stories of programs such as the SheTech Incubator and Accelerator (Cohorts 1 & 2), the Buni Hub Program by COSTECH and other programs by different partners in different sectors. Showcasing these impactful initiatives will demonstrate the power of targeted support programs and inspire other women to pursue their tech-related aspirations. The goal is to showcase the achievements of at least 6 graduates from the various programs, highlighting their success stories and business growth, providing concrete examples of how these programs are driving positive change.

**3.Foster Mentorship:** Meaningful mentorship plays a crucial role in the development and advancement of women in tech. The 2025 conference will facilitate meaningful mentor-mentee connections through a structured mentorship program, providing guidance, support, and career development opportunities. The objective is to facilitate 20 mentor-mentee pairings through this structured program, creating lasting relationships that will empower women to reach their full potential.

**4.Celebrate Excellence:** Recognizing and celebrating the outstanding contributions of women in tech is essential for inspiring future generations and demonstrating the impact women are already making in the field. The conference will feature an awards ceremony to honor these achievements and share inspiring success stories, further motivating aspiring women technologists.



## **OBJECTIVES OF THE 2025 TANZANIA WOMEN AND TECHNOLOGY EVENT**

**5.Strengthen Public-Private Partnerships:** Collaboration between the public and private sectors is vital for creating a supportive ecosystem for women in tech. The 2025 conference will actively foster collaborative efforts with organizations and businesses to empower women in technology, aiming to establish at least 2 new public-private partnerships that will lead to concrete programs and initiatives.

**6.Amplify the Message of Accelerating Action:** Effectively communicating the importance of accelerating action towards gender equality in tech is crucial for driving wider awareness and engagement. The conference will amplify this message through strategic marketing and outreach, aiming to reach at least 5,000 individuals through these campaigns, inspiring a broader movement for change. This includes leveraging various social media channels, engaging with influencers, and creating compelling content that resonates with a diverse audience.



# EVENT STRATEGY AND MARKETING

The Tanzania Women and Technology Conference 2025 will employ a comprehensive and multi-faceted marketing and outreach strategy to maximize its impact and engage a broad audience of stakeholders. The strategy is built on the following key pillars:

**1.Strategic Partnerships:** Partnerships are at the heart of the conference's outreach strategy. Collaboration with tech-focused organizations, media outlets, and critical players in both private and public sectors will be essential for expanding the event's reach and amplifying its message. These partnerships will leverage the existing networks and expertise of collaborating organizations to promote the conference, engage potential attendees, and secure media coverage. Specific partnership opportunities will be explored with organizations that share the conference's mission and have a demonstrated commitment to empowering women in technology.

**2.Targeted Outreach to the TWTA Database:** Leveraging the TWTA's vast database of stakeholders in the tech ecosystem will be a key component of the event's outreach strategy. Targeted invitations and personalized communications will be sent to individuals and organizations within the database, ensuring that key stakeholders are aware of the conference and have the opportunity to participate. This targeted approach will help maximize attendance and ensure that the conference reaches its intended audience.



## EVENT STRATEGY AND MARKETING

**3.Active Social Media Presence:** A tailor made social media strategy will be implemented to engage a wider audience and generate excitement about the conference. Active campaigns will be run across various platforms, including Instagram, and X (formerly Twitter), Facebook, YouTube and email. Utilizing relevant hashtags, engaging content, and targeted advertising to reach potential attendees and promote the event. These platforms will also be used to share updates about the conference, highlight speakers and program elements, and foster online discussions about women in tech, specifically forecasting on Tanzania.

**4.Collaboration with Digital Influencers:** Partnering with influential figures in the tech space will be a key tactic for amplifying the conference message and reaching a broader audience. Collaborations with tech influencers will involve creating engaging content, promoting the event through their social media channels, and participating in online discussions about the conference and its key themes.

**5.Strategic Media Partnerships:** Securing coverage by strong digital and mainstream media outlets will be a priority to showcase the event's impact and raise awareness about the importance of empowering women in technology. Media partnerships will be sought with relevant publications, websites, and broadcast outlets to generate positive press coverage and highlight the conference's key messages and outcomes.

**6.Utilizing Key Technology Platforms:** The conference will leverage a range of technology platforms to facilitate event logistics, enhance attendee engagement, and extend the reach of the event beyond the physical gathering. These platforms will include:

- **Zoom:** For live streaming key sessions of the conference, making the event accessible to a wider audience and enabling remote participation.
- **Tukiio:** For managing event ticketing and registrations, streamlining the process for attendees and providing valuable data on participation.
- **YouTube, Instagram, Facebook, X (Twitter), LinkedIn:** For post-event sharing of highlights, presentations, and key takeaways, extending the impact of the conference and fostering ongoing engagement.

**7.Tailor made Email Campaigns:** Targeted email campaigns will be used to reach potential attendees and sponsors with personalized invitations, program updates, and sponsorship opportunities. These campaigns will be designed to build excitement about the conference and encourage participation.

**8.Strategic Press Releases:** Press releases will be disseminated to digital and mainstream media outlets to announce the conference, highlight key speakers and program elements, and generate media coverage. These press releases will be targeted to relevant media outlets and journalists who cover technology, women's issues, and business news.



# PROPOSED PROGRAM OVERVIEW

<b>Time</b>	<b>Activity</b>
<b>08:00 – 09:00</b>	Arrivals and Registration
<b>09:00 - 09:10</b>	Opening Remarks & Keynote Address: Accelerating Action in Women and Technology
<b>09:10 - 09:25</b>	Our Journey in Accelerating Actions: By a partner supporting Women in Technology
<b>09:25 - 09:55</b>	SheTech Showcase: Presentations by Cohorts 1 & 2
<b>09:55 - 10:25</b>	Buni Hub: Accelerating Action & Success Story by COSTECH Beneficiary
<b>10:25 - 11:25</b>	Women in Tech Investment Pitch: A Shark Tank-style competition
<b>11:25 - 11:35</b>	COSTECH: Accelerating Action Thus Far
<b>11:35 - 12:05</b>	Break and Networking: Mentorship Café - Introduction and Mentor-Mentee Matching
<b>12:05 - 12:35</b>	Awards Ceremony
<b>12:35 - 12:55</b>	Launch of the Tanzania Women and Technology Association
<b>12:55 - 13:00</b>	Closing Remarks and Final Networking



# EXPECTED OUTPUTS

- **Successful Launch (or strengthening) of the Tanzania Women and Technology Association:** The conference could serve as a platform for the launch (or strengthening) of a dedicated association for women in tech. This association would provide a crucial online and offline platform for networking, mentorship, resource sharing, and community building.
- **High-Quality Conference Execution:** A well-organized and engaging conference experience with high attendance, valuable speaker sessions, interactive workshops, and ample networking opportunities is anticipated.
- **Meaningful Mentor-Mentee Connections:** The conference is expected to facilitate the creation of meaningful mentor-mentee relationships. These connections will provide invaluable guidance and support to women in tech, helping them navigate their careers and achieve their professional goals.



## EXPECTED OUTPUTS

- **Successful Pitch Sessions (if applicable):** If pitch sessions are included, the conference aims to provide a platform for women tech-entrepreneurs to showcase their innovative ideas to potential investors, partners, and clients.

- **Recognition of Excellence through Awards:** The conference may include an awards ceremony to recognize and celebrate the achievements of exceptional women in the tech sector. This will serve as an inspiration for other women and highlight the valuable contributions of women to the tech industry.

- **Increased Visibility and Recognition:** The conference is expected to significantly raise the visibility and recognition of women in the Tanzanian tech sector, challenging existing stereotypes and inspiring greater participation.



## EXPECTED OUTCOMES

- **Expanded and Strengthened Networks:** The event aims to expand and strengthen professional networks for women in tech, connecting them with mentors, investors, potential employers, and other key stakeholders.

- **Empowerment of Women Entrepreneurs:** The conference is expected to empower women entrepreneurs by providing them with valuable skills, enhancing their confidence, and improving their access to resources.



# EXPECTED OUTCOMES

- **Fostering Public-Private Partnerships:** The conference will serve as a valuable platform for fostering new and strengthening existing collaborations between the public and private sectors to support women's advancement in the tech industry.

- **Catalyst for New Initiatives:** The conference is anticipated to serve as a catalyst for the creation of new initiatives, collaborations, and support programs aimed at empowering women in the Tanzanian tech ecosystem.

## Expected Impact

- **Increased Women's Participation in Tech:** The conference is expected to significantly increase the number of women entering and thriving in the Tanzanian technology sector.

- **A More Inclusive Tech Ecosystem:** The conference aims to contribute to the creation of a more diverse and inclusive tech ecosystem where women have greater opportunities for leadership, innovation, and career advancement.

- **Contribution to Economic Growth:** Increased female participation in the tech sector is expected to contribute significantly to the economic growth of Tanzania.

- **Positive Social Change:** The conference is expected to contribute to positive social change by empowering women, promoting gender equality, and fostering a more equitable and inclusive society.

**Disclaimer:** These are aspirational outcomes based on the assumption of a highly successful and engaging conference. Actual results may vary.



# EXECUTION PHASES

- **Planning Phase (November 2024 – January 2025):**

- o Finalize partnerships, speakers, and venue logistics.
- o Launch promotional campaigns.

- **Implementation Phase (February 2025):**

- o Confirm attendees, finalize program, and execute final promotional activities.

- **Event Day (March 4, 2025):**

- o Seamless execution of the program with on-site coordination.

- **Post-Event Phase (March 2025):**

- o Share event outcomes, sponsor highlights, and the event report.

## Value Proposition for Sponsors

By sponsoring the Tanzania Women and Technology Conference 2025, partners will:

- **Enhance Brand Visibility:**
  - Position your brand as a leader in advancing gender equity in the tech sector.
  - Gain extensive brand visibility through impactful marketing and media coverage, including:
    - Logo placement on all event materials (banners, brochures, website, etc.)
    - Social media promotion across our network
    - Press releases featuring your company's support
    - Recognition in conference presentations and speeches
  
- **Foster Corporate Social Responsibility:**
  - Demonstrate your commitment to women's empowerment and create a positive social impact.
  - Align your brand with a vital cause and enhance your reputation as a socially responsible organization.
  - Attract and retain top talent, particularly women in tech.
  
- **Access a Targeted Audience:**
  - Connect with a highly engaged audience of tech-savvy women, including:
    - Aspiring and established tech professionals
    - Women entrepreneurs and innovators
    - Industry leaders, investors, and policymakers
    - Academic and research institutions

## ●Leverage Networking Opportunities:

- o Build valuable relationships with key stakeholders in the tech and entrepreneurship sectors.
- o Network with potential clients, partners, and collaborators.
- o Gain exclusive access to networking events and VIP receptions.

## ●Gain Valuable Insights:

- o Receive valuable insights into the latest trends and challenges facing women in the tech sector.
- o Access conference reports and data to inform your business decisions.

## Call to Action: Join the Movement

The Tanzania Women and Technology Conference 2025 is more than just an event; it's a catalyst for change. We invite you to be part of a movement shaping the future of women in technology. Together, we can drive innovation, foster mentorship, and build a more inclusive and equitable tech ecosystem in Tanzania.

## Here's how you can get involved

### ●Become a Sponsor:

- o Invest in the success of the conference and gain valuable brand visibility.
- o Choose from a range of sponsorship levels to suit your needs and budget.
- o Non-financial - In-kind Support option.

#### Benefits:

- Exclusive networking opportunities
- High-visibility branding
- Speaking slots
- Access to conference reports and attendee data





- **Partner with Us:**

- o Collaborate with us on impactful programs that empower women in technology.
- o Co-create workshops, mentorship initiatives, and skill-building programs.

- **Support Women in Tech Startups:**

- o Invest in the next generation of women-led tech companies.
- o Explore investment opportunities and contribute to their growth.

- **Join the TWTA Community:**

- o Become a member of the Tanzania Women and Technology Association.
- o Connect with a vibrant network of women in tech.
- o Access exclusive resources, events, and mentorship opportunities.
- o Link to Membership Registration Form <https://forms.gle/LN53M4jK9bG9duj98>

Let's work together to empower women in technology and build a brighter future for Tanzania.

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Contact Information

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