

HARVARD
UNDERGRADUATE
WOMEN IN
BUSINESS
MEDIA KIT 2015

MISSION

Harvard Undergraduate Women in Business (HUWIB) seeks to empower future female leaders by uniting them through business education and experience.

HUWIB offers a unique opportunity for undergraduate women at Harvard to expand and sharpen their knowledge of business opportunities, giving them both tangible and abstract skills to become future leaders. Serving the female Harvard undergraduate population, HUWIB is overseen by an executive board and eight committees. Through panels, conferences, outreach initiatives, skill-building workshops, leadership projects, mentorship programs, and social events, HUWIB seeks to expose undergraduate women to a broad scope of industry.

HUWIB's blend of professionalism, pragmatism, and entrepreneurial spirit allows us to develop programs that are effective and diverse. Over the years, we have cultivated close relationships with many of the most prestigious firms and organizations in different sectors of the business world, including consulting, financial services, entertainment, fashion, nonprofits, software technology, entrepreneurship, marketing, and graduate schools.

Membership in HUWIB requires completion of the semester-long "WIBternship," in which prospective members attend informational business panels and collaborate on skill-building projects. After graduating from the WIBternship, students become Associates and enjoy the opportunity to gain a variety of management and organizational skills, from leadership and finance to marketing, design, and production.

Much of HUWIB's success comes from the creativity and dedication of its Associates, who are constantly seeking to expand the organization's influence both on and off campus. Through annual events such as the Intercollegiate Business Convention, New York and International Exploratory Trips, Corporate Mentorship, and Industry Panels, HUWIB broadens its reach and influence, sharing its ideals nationwide while staying true to its ultimate mission of empowering young women to pursue careers in business.

MILESTONES

2014

In 2014, HUWIB celebrated the 10th anniversary of the annual Intercollegiate Business Convention, with a record attendance of more than 1,200. Former New York Times Executive Editor Jill Abramson, along with Chanel CEO Maureen Chiquet and model-coder Lyndsey Scott delivered empowering keynote addresses. We also traveled on our second International Career Exploratory trip to Shanghai and hosted our first ever "WIB Week," to showcase and share HUWIB's exceptional programming with the Harvard campus and beyond.

2010

HUWIB Undergraduate and Alumni Boards collaborated to celebrate the HUWIB Decennial and create a HUWIB Advisory Board, comprised of leading professional women and men in the business world. HUWIB saw the largest WIBtern class ever with over 150 new members in the fall.

2009

At Harvard, HUWIB worked with two other student groups to organize the first annual Women's Stock Pitch Competition. HUWIB introduced an annual Women's Business Convention (now renamed International Women in Business, WIB) and a Social Entrepreneurship Business Plan Competition (now renamed the Innovation Challenge).

2007

HUWIB introduced a variety of programs including business school prep events, career development events, and the Externship Program. The WIBternship program grew 30 % and HUWIB welcomed 185 new undergraduate women to the organization. HUWIB also launched the Corporate Mentorship Program and Young Women in Business (YWB).

2006

HUWIB went on its first Career Exploration Trip to San Francisco, California, visiting companies in different industries. HUWIB also launched the mini-MBA curriculum designed to educate Associates and to develop important business skills. HUWIB debuted the first issue of its annual magazine, *Make It Happen*.

2005

HUWIB held its first annual Intercollegiate Business Convention, attracting nearly 400 students from schools across New England.

2002

HUWIB held its first-ever WIBternship, where 40 new Associates were inducted into the organization. HUWIB headed to New York City for its first Corporate Outreach trip, during which members visited sponsors, took part in a series of workshops, and met industry executives in a wide range of fields.

2000

Ten undergraduate women founded Harvard Undergraduate Women in Business (HUWIB). The first conference, "Preparing to Lead," attracted 250 participants.

For more information about HUWIB, please visit www.huwib.org.

SPONSORSHIP

The success of HUWIB has been made possible not only by the dedication of our members, but also by the continuing support of companies and organizations. Your sponsorship will help us further our vision of empowerment through business education. We would also like to thank all the companies, organizations, and people that have contributed to HUWIB and to our organization's success.

How to get involved...



Past sponsors include...



ANNUAL EVENTS

WIBERNSHIP

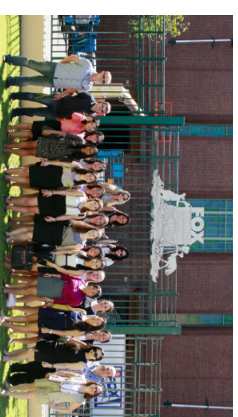
Created as a way to expand the membership while also ensuring dedication to the organization, the Wibernship consists of weekly panels and a final group project. Wiberns are introduced as new HUWIB Associates in a final, celebratory event, at which point they are encouraged to apply for committee positions within the leadership of HUWIB. Wiberns have been introduced to dozens of professionals including former JP Morgan CEO, the College Relations Director of MTV, the BuzzFeed Chief of Staff, BP's Latin American Head, the Director of Enforcement for the SEC, and the Director of the Clinton Foundation.

INDUSTRY PANELS

In a strong effort to expose HUWIB members to opportunities in the business world, HUWIB hosts many industry panels, with past guest speakers including CEO of Atlantic Records Julie Greenwald and representatives of Google, Harvard Business School, HBO, and more. Additionally, WIB has launched a TED-talk inspired series called WIBtalks to spotlight leaders in a variety of industries. Past speakers have included David Laibson and Anne Sweeney (Harvard Economics professor and former Disney-ABC President, respectively). Each event has its own theme and features 3 speakers who each speak for 10 minutes about an inspiring and relevant idea in today's world.

CAREER EXPLORATORY & CORPORATE OUTREACH TRIPS

Every April, HUWIB Associates travel to New York City for an annual career exploratory trip. Past visits have included discussions with CEOs of Fortune 500 companies, panels with representatives from prominent New York firms, tours of various equities trading floors, and meetings with associates in a variety of industries. In addition, HUWIB offers a week-long Career Exploratory Trip each January. Past trip destinations have included Los Angeles, Chicago, Seattle, Las Vegas, and San Francisco. Most recently, HUWIB expanded the scope of the trip to an international location, visiting Sydney in 2014 and Shanghai in 2015. HUWIB will continue to plan trips to international destinations to familiarize members with global career opportunities. Thanks to the generosity of our sponsors, HUWIB Associates are able to participate in these trips at little to no personal cost.



MENTORSHIP NETWORK

The Mentorship Network links HUWIB Associates with women professionals in top business schools and the corporate world. The program kicked off in 2007 with over 30 mentors across a variety of industries and featured organized trips for Associates to visit their mentors on-site. The Mentorship Network has since expanded its scope of industry representation and continues to cultivate meaningful relationships between participants.

For more information about HUWIB, please visit www.huwib.org.

ANNUAL EVENTS

LEADERSHIP

INTERCOLLEGIATE BUSINESS CONVENTION



Every fall, Harvard Undergraduate Women in Business hosts the globally recognized Intercollegiate Business Convention (IBC). IBC offers a day of focused programming for driven female leaders from top universities around the world, allowing them to explore career opportunities, expand their network of peers and mentors, and be inspired by global business leaders. Now in its eleventh year, IBC attracts over 1,200 undergraduate women from 100 universities across the world, with representation from six continents. This year, the IBC Committee celebrated the decennial while fulfilling its mission to build a global support network and community of empowerment for collegiate women interested in business. In particular, new initiatives included launching the IbcX marketing campaign, expanding IBC's international presence, and launching the IBC Scholars Program which afforded several girls the opportunity to attend IBC while encouraging young women in business to support one another in achieving goals. Past IBC speakers have included Donna Karan, Marissa Meyer, Julie Greenwald, Diane von Furstenberg, & Jill Abramson.

INNOVATION COMPETITION

The Innovation Competition is a national social enterprise business plan competition for young, driven entrepreneurs from across the country. Winners receive a generous cash prize to help kick-start their business, as well as guidance and feedback from accomplished professionals in the entrepreneurial world.

MINI-MBA PROGRAM

Started in 2006, the Mini-MBA Program provides HUWIB members with the opportunity to improve their business acumen and develop a marketable skill set to aid in their career search. Participants engage in case studies, participate in weekly sessions with guest speakers, and watch special presentations. The program is modeled after the first-year curriculum at HBS.

IWIB

International Women in Business (IWIB) is a full day of dynamic programming that seeks to create a tight-knit network of aspiring leaders from top universities around the world. Delegates attend intimate workshops and presentations that help them further develop business skills that will help them succeed in future endeavors.



MAKE IT HAPPEN MAGAZINE



In 2014, HUWIB designed, printed, and distributed 1,200 copies of the 8th edition of *Make It Happen* to Harvard students as well as to students around the world. HUWIB's national magazine features content written by students from colleges across America and abroad. The magazine contains articles covering the main issues and concerns in business most relevant to undergraduate women. Past MITH Magazines have featured women such as Arianna Huffington, Rachel Zoe, and Sheryl Sandberg.

For more information about HUWIB, please visit www.huwib.org.

EXECUTIVE BOARD

Co-Presidents & Committee Chairs

COMMUNICATIONS

Creates the marketing and publicity strategies for HUWIB and spreads the organization's vision by managing all of its online and printed publications such as *Make It Happen*, HUWIB's yearly magazine.

CAREER DEVELOPMENT

Coordinates the educational and professional development of HUWIB's members through workshops, panels, mentorship, networking, case studies, and other programming, providing them with necessary skills for successful careers in a variety of business fields.

FUNDRAISING

Secures the necessary sponsorships and grants to provide HUWIB's members with the resources to explore a variety of business opportunities in educational settings.

TECHNOLOGY

Designs the HUWIB website, huwib.org, develops the IBC app, and are developing a platform to strengthen our alumni network and capacity to connect digitally.

EXTERNAL INITIATIVES

Hosts HUWIB's strategic partnerships with other undergraduate organizations on campus and organizations outside of the Harvard network, coordinates IWIB, and puts on HUWIB's annual Innovation Competition.

IBC

Organizes and executes the annual Intercollegiate Business Convention (IBC), which attracts over 1,200 undergraduate women from 100 universities across the world.

MEMBERSHIP DEVELOPMENT

Aims to foster a strong internal community in the 400+ member organization by encouraging member interactions and planning the annual W!Bternship to welcome new HUWIB Associates.

OUTREACH

Facilitates the professional development of HUWIB members by exposing them to various opportunities available in the business world after graduation through career exploratory trips to New York and abroad, as well as through shadowing opportunities.

HUWIB



The **largest** pre-business organization at Harvard College with over 400 members



An engaged, supportive network of **over 1000** alumni around the world

Case studies, an incubator series, leadership workshops, externships, and many more events throughout the year



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