

WOMEN IN FILM & TELEVISION – TORONTO ANNOUNCES WOMEN IN DIGITAL MEDIA SUMMIT & SPEAKER SERIES

OMDC TO SUPPORT THE 2011-2012 INTERNATIONAL INITIATIVE

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Toronto, ON – Women in Film & Television – Toronto (WIFT-T), with the support of the Ontario Media Development Corporation (OMDC) on behalf of the Ministry of Tourism and Culture, is pleased to announce the **WIFT-T Women in Digital Media Summit & Speaker Series**, a two-year initiative designed to promote and celebrate women in the digital media industry.

Divided into three parts, the project consists of an international summit in October 2011, a high profile speaker series ongoing in 2012, and a web portal designed to foster local and international collaboration, research and mentorship.

“Globally, women produce, share and consume digital and interactive content at a tremendous pace,” says Susan Ross, WIFT-T Chair. “At the same time, women remain underrepresented in the digital economy. Through knowledge transfer, networking and mentorship, this initiative will recognize and encourage the participation of women so they can continue to play a key role in innovation and leadership.”

The **WIFT-T International Women in Digital Media Summit** will take place October 2011 in Stratford, Ontario. Presented in partnership with the University of Waterloo Stratford Campus, this three-day summit will focus on digital media content creation, implications for emerging technologies and business models, and the role of women in digital media globally.

“The Waterloo Stratford Campus is delighted to be a partner in the WIFT-T International Women’s Summit,” says Tobi Day-Hamilton, Director, Advancement. “Women are not only the leading consumers of digital media, but are also leading the field in content development and innovation. The Summit will gather visionaries from around the world to showcase talent and technologies and prepare for an exciting future in this fast-paced industry.”

The Summit will bring together traditional and digital media communities, as well as educational/research institutions from around the world, to explore innovation, skills gaps, policy and research in the content areas of gaming, mobile and social media.

At the Summit, WIFT-T will release a research report to update its 2004 study on employment trends in Canadian screen-based media. The new research will focus on the

impact of digital trends and the participation of women and people from diverse backgrounds in all areas of the industry.

The Summit is made possible through the support of OMDC on behalf of the Ministry of Tourism and Culture, in partnership with the University of Waterloo Stratford Campus, City of Stratford, Dynamix Solutions, FITC and Rhyzome Networks.

Following the Summit, the **WIFT-T Women in Digital Media Speaker Series** will occur every three months in 2012. Held in downtown Toronto, these luncheons will feature influential women in digital media and provide guests with key networking opportunities.

Speakers will include national and international leaders in research, social media, entrepreneurship, digital content, publishing, aggregators and distribution. Keynote presentations will be streamed online via WIFT-T's web portal, a virtual hub where conversations that begin at the Summit and Speaker Series can continue.

Featuring an active database of local and international professionals, the portal aims to foster international partnerships in research and link digital media professionals with academic institutions and mentors.

The **Women in Digital Media Summit & Speaker Series** will allow WIFT-T to explore the role that women play in digital industries globally, while providing female professionals with the tools they need to become key players. The initiative will highlight Ontario's digital corridor and showcase our leading digital media professionals to the global community.

For more information, please visit www.wift.com.

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Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization that supports women in screen-based media—film, television and digital media—to build, advance and sustain their careers nationally and internationally. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. This is achieved by providing access to high quality programming, mentoring, networking and industry events that recognize the talents and potential of women.

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