



**Automotive 30% Club**

*Inspiring  
Super-Network*

**Webinar, Podcast & Closed  
Discussion Series**

**Sponsorship Opportunities**





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# Automotive 30% Club



## About

The Automotive 30% Club is a voluntary network of MDs and CEOs from UK based automotive manufacturing, retailing and supplier companies. The network was founded by Julia Muir, CEO of Gaia Innovation Ltd, with the purpose of achieving a better gender balance within the automotive industry, and with the aim of filling at

least 30% of key leadership positions in the member organisations with diverse women by 2030 through a “30 by 30” strategy.

Our ‘30 by 30 strategy seeks to achieve business transformation through people - understanding that gender balanced teams lead to better business success.

The strategy has four phases:

- Reach Out - to attract more women
- Welcome In - to remove bias in recruitment
- Pull Through - to pull women through the promotional pipeline
- Hold On - to retain talented women

The 30% target is to set a direction of travel to enable progress to be measured; something that is essential in such an objectives driven business. It is not a quota and we do not endorse positive discrimination. Members simply share an enthusiasm to improve the gender balance in the sector, in order to improve the image of the industry, serve the customer base better, enhance company performance, and make the workplace an equitable environment by removing unconscious bias

and obstacles that prevent talented women progressing up the career ladder.

## Our Members

Our membership is growing at an accelerating pace.

Members include the leaders of automotive companies including CDK Global - Patron and co-sponsor of the Inspiration for Innovation Network, Volvo Car UK - Patron and sponsor of Inspiring Automotive Women Day 2020, Toyota GB Plc - sponsor of the Inspiring E-Zine, Jardine Motors Group - sponsor of Inspiring Automotive Women Awards, Auto Trader UK - Patron member, Bentley Motors - Patron member, Marshall Motor Group - Patron member, Volkswagen Group UK, Kia Motors UK, Mazda UK, Mitsubishi Motors UK, Ducati UK, Perrys, Vertu Motors, JCT600, Mercedes-Benz Retail Group, Lookers Group Plc, TrustFord, Dealer Auction Ltd, Blueprint Partners, and Close Brothers Motor Finance.

Read more about our Patrons, sponsors and members via our website [here](#).

# Inspiring Super-Network

## About

The Automotive 30% Club has grown from strength to strength and we're extremely proud of its achievements. The leaders of our member companies are taking action to attract, welcome, promote and retain more women in the sector.

But this campaign needs change makers in every role and at every level. We need automotive women and their allies to join our grassroots movement and work together to create and sustain an environment for women to thrive in the automotive industry. The Inspiring Super-Network is this movement.

For further detailed information on the Inspiring Super-Network, please visit our information page [here](#).

One of the aims of the Inspiring Super-Network is to discuss, debate and share advice on all kinds of different topics related to self-development, and relevant current issues from within and

outside the automotive industry, with women and their allies from all levels and roles.

Six times a year we invite members of our 'Ideas Circle' to attend a virtual meeting to discuss what topics will be of interest to our Inspiring Super-Network. Members are from various businesses including Toyota GB Plc, VW Group UK, Marshall Motor Group, Facebook, Deloitte - to name but a few.

The key broadcast aim is to facilitate these topics through podcasts and webinars. We have a number of series planned and all will provide an excellent sponsorship opportunity for your business.

## Inspiring e-zine

Each webinar or webcast conducted as part of one of these series will then be published on the Automotive 30% Club's Inspiring e-zine, housed on our website and kindly sponsored by Toyota GB Plc.

The e-zine, is a digital platform which showcases all of the great actions taking place across the automotive industry and beyond. Users are asked to subscribe upon entering and in doing so, automatically become part of our Inspiring Super-Network.

The following pages will detail each of the sponsorship opportunities we have available along with the benefits of you being a sponsor.

## Contact

Should you have any further questions, or would like to sponsor one of the following opportunities, please do get in touch with Nicola Thompson.



**Nicola Thompson**

Manager of the Inspiring Super Network

Tel: 07792 467434

Email: [nicola@automotive3oclub.co.uk](mailto:nicola@automotive3oclub.co.uk)

LinkedIn: [nicola-thompson-021a0b75/](https://www.linkedin.com/in/nicola-thompson-021a0b75/)



## Sponsorship Opportunity

# Moving Upwards

The Automotive 30% Club's Inspiring Super-Network will be hosting a series of closed virtual discussion groups with the aim of focusing on the different stages of a woman's career within the retail side of the industry.

The key objective of this series is to help empower women to progress in their careers. This will be achieved through our guests speaking about their own personal experiences, talking about any barriers they have faced and how they overcame them, as well as offering advice and providing hints and tips to the audience watching.

Each episode will feature four participants from various businesses from within the Automotive 30% Club member companies and the Inspiring Super-Network.

Outputs from each discussion will be turned into individual guides which will be written and published by the Automotive 30% Club. The guides will be published on the Club's Inspiring e-zine and communicated through our social media channels to our wider audience. In addition, eMG would be able to share the guides with their dealer networks and wider audience with encouragement to view the documents via the Club's Inspiring e-zine. The cost for this would be £300 + VAT per guide in addition to the £1000 + VAT episode cost.

This series will run for 4, 60 minute episodes over a 4 month period and discussions will focus on the following:

- starting out in the industry - PART ONE a specific look at different ways within which women can access careers in the retail sector. This would include women in apprentice, graduate & trainee positions,
- starting out in the industry - PART TWO a specific look at different ways within which women can access careers in the retail sector. This would include women returners & women with transferable skills from other sectors.
- the all important step onto the first rung of the management ladder and from middle to top management - leading the business
- being your own boss in the industry / new in a leadership position

Audience participation will be encouraged, and so we will run a short social media campaign in the lead up to the discussion commencing to request questions for our participants.

Sponsorship cost:

£4000 + VAT - series cost

£5200 + VAT - series and guide cost

Please contact [nicola@automotive3oclub.co.uk](mailto:nicola@automotive3oclub.co.uk) to confirm your interest in sponsoring this series.



## Benefits of Being a Sponsor

- **Brand recognition** - Each episode of your sponsored series will be published on the Inspiring e-zine and will then be communicated through all of our social media platforms to our wider audience. In addition, prior to the episode being recorded, we will publish a series of posts on our social media channels to raise awareness of the episode taking place and to encourage our audience to submit any questions they have. Your company logo will feature on all of the above in the following way: 'The Inspiring Super-Network {SERIES} in Partnership with {COMPANY NAME}' alongside the Inspiring e-zine sponsor Toyota GB Plc.

Our LinkedIn platform alone has **4573** followers and is growing at an accelerating pace.

Our latest podcast which features Jo Moxon and Rachel Jones at Marshall Motor Group received over **2000** views on LinkedIn alone.

In its first year, the Inspiring e-zine pages of our website saw **10,646** unique page views and now has a total of **607** subscribers and continues to grow daily.

Our subscribers include our CEO and MD members, their 30 by 30 leads, women and men from within our member companies and beyond.

Please do take a look at the Inspiring e-zine via the link [here](#).

- **Feature** - an opportunity for an employee from within your business to feature in the series you are sponsoring.
- **Book** - receive a complimentary copy of Julia Muir's upcoming book titled: 'Change the Game - a Leaders Route Map to a Winning Gender Balanced Business.'
- **Member** - become a member of our Inspiring Super-Network ideas circle.
- **Guide** - appear as our sponsor on the guide written which captures the outputs from each session with the ability to share across your own networks.



## Feedback

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Taking part in the webcast was a great experience. Nicola made it super easy and was very flexible with the timing for the pre-session and filming. We had a good feel for the questions beforehand, but the conversation was still natural, authentic and flowing. As a D&I network lead I am keen to make connections and learn from other networks, this was my main reason for joining the super network and taking part in the webinar. It also gave me the opportunity to share some of the initiatives we have put in place here, hopefully giving others some ideas too!

- Polly Caldwell, Technical Lead, Auto Trader

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# **Automotive 30% Club**

## *Inspiring Super-Network* Webinar, Podcast & Closed Discussion Series

**Thank you for taking the time to read this document.**