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D/GITAL.

INSPIRE & EMPOWER

 AutoTrader

 bjss

 GCHQ

 MSP MANCHESTER
SCIENCE
PARTNERSHIPS

 STEM
AMBASSADORS

Katie Gallagher
Managing Director
Manchester Digital
@mcrdig

If she can see it, she can be it

(“Manchester”)+
(“Digital”)>

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Our aim

- To excite and engage young women across Greater Manchester to consider careers in digital and technology
- To make a demonstrable change to the amount of young women entering the industry
- To stage these interventions at key points in their studies and careers
- To give teachers and parents the information they need to encourage girls to study technology related subjects
- To increase awareness of digital and tech employers - and local opportunities

REAL
ROLE MODEL

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10 roadshows p.a.



200 educators up-skilled



100 role models



100 schools &
1200 young women



online resource



work experience
placements



PR Campaign

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(“Digital”)>

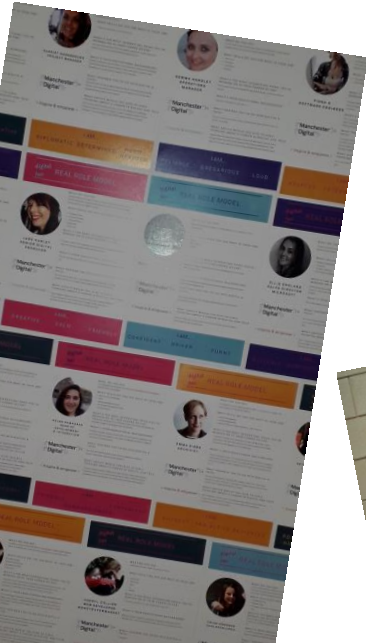
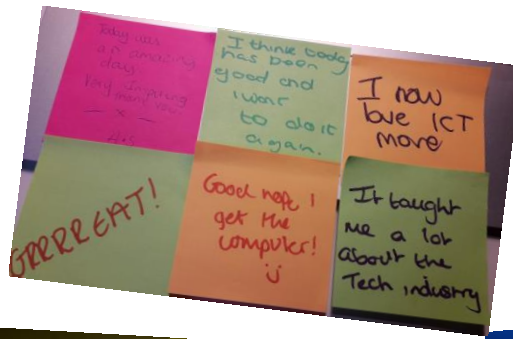
Just some of our
businesses...



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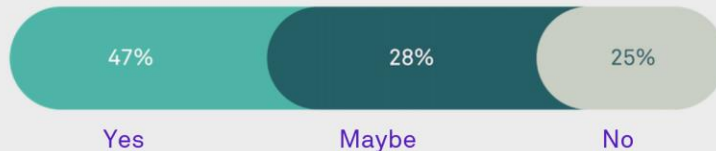


We asked girls at a roadshow 'Are you considering a career in digital and tech?'

Before Digital Her Roadshow in Wigan



After Digital Her Roadshow in Wigan



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 (“Digital”)>