



IPWWS

International Professional Women's Society

ANNUAL REPORT

2019 - 2020

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ABOUT IPWS

AT A GLANCE

- IPWS hosts the annual Women Leadership Awards in China.
- We reach a growing network of 9,000+ professional women and men in Shanghai and beyond.
- We are engaged in long term partnership with 35 other communities and organizations in Shanghai.
- We are part of the Mentor Walks program.
- In the 2019-20 season, we organized and partnered in 26 events.
- 2020 marks IPWS' 27th anniversary.

WHO WE ARE - OUR MISSION

IPWS (International Professional Women's Society) is a platform for everyone supporting professional female empowerment. Through our community and events, we build networks, foster personal growth, and develop professionally.

We warmly welcome all professional levels, all nationalities and all genders as members to our organization and participants to our events.

The organization is run by a volunteer Board of Directors, Board Advisors, Committee Members, Interns and Volunteers.

OUR VISION

Empowering female professionals to shape the future of leadership worldwide.

OUR KEY VALUES

Connect, Grow, Inspire, Lead

OUR HISTORY

IPWS was founded in 1993 in Shanghai by 13 professional women who wanted to mingle with like-minded women. The group began meeting casually for a coffee each month, and over the following 12 months, thanks to word-of-mouth, IPWS had expanded to 80 members. Since then, the organization has continued to grow and develop in response to the changing times and evolving role of professional women in China.

In March 2016, the organization re-branded from EPWS (Expatriate Professional Women's Society) to IPWS (International Professional Women's Society) to reflect the society's evolution to a global community of women with an international outlook.



FROM THE PRESIDENT

This year marked the largest health and economic crisis since the foundation of IPWS 27 years ago. These unprecedented events shook us all deeply on a personal and professional level. However, thanks to the incredible dedication and sense of purpose of the members, volunteers, speakers, sponsors, partners, advisors, interns, ambassadors, participants and board executives, IPWS continued to serve the community with meaningful events, including hosting the Women Leadership Awards and WLA Ceremony.

IPWS organized innovative online event formats, to connect and provide much needed support to our community during the pandemic, and starting in May we re-launched our offline events. Furthermore, the organization continued to support its beneficiary, the World Academy for the Future of Women, through the fundraising of 10,000 RMB during the Annual Fundraiser Brunch.

The community mobilized once again around the Women Leadership Awards, nominating more than 60 deserving professionals, and proving that great leaders emerge from crises. Their recognition is a tremendous inspiration to reveal the wonderful potential to be unleashed within others.

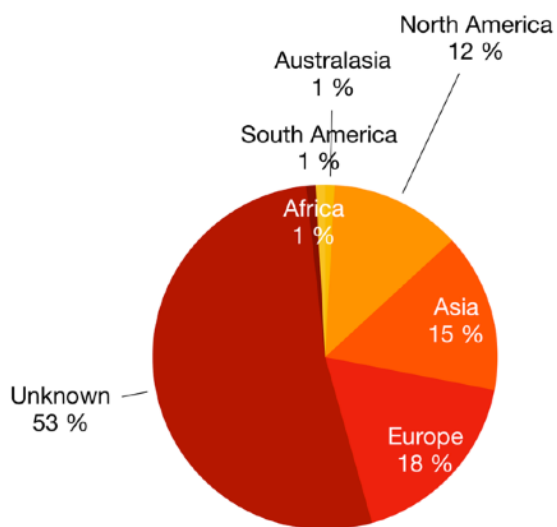
RACHEL DAYDOU
IPWS PRESIDENT AND BOARD MEMBER

IPWS MEMBERSHIP

1. MEMBERSHIP METRICS

The 2019-2020 season closed with a total of 114 IPWS Members, as well as Friends of IPWS, which represents community members that are Chinese passport holders or men that enjoy full member benefits. Due to a large number of international professionals being absent from, or departing Shanghai this year, the number of IPWS Members has slightly decreased.

A TOTAL OF 18 NATIONALITIES REPRESENTED



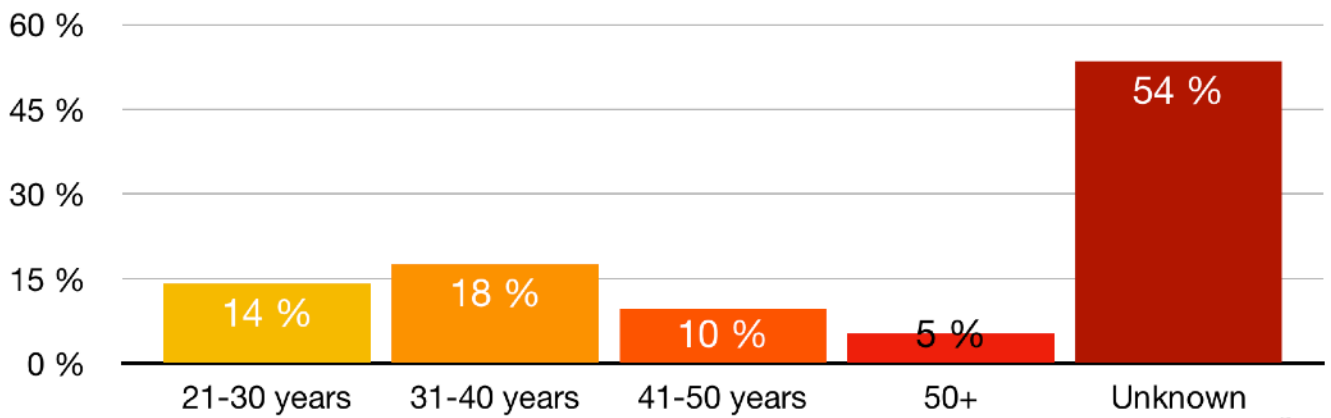
2. NATIONALITIES

Current IPWS Members are largely European or Asian passport holders. Now, more than ever, IPWS is aware of the importance of a diverse representation among members and is committed to growing diversity within our community.

3. AGE RANGE

Most IPWS Members are in the age segment of 31-40 years old or unknown. Compared to the previous season, we have seen a slight increase in Members over the age of 50.

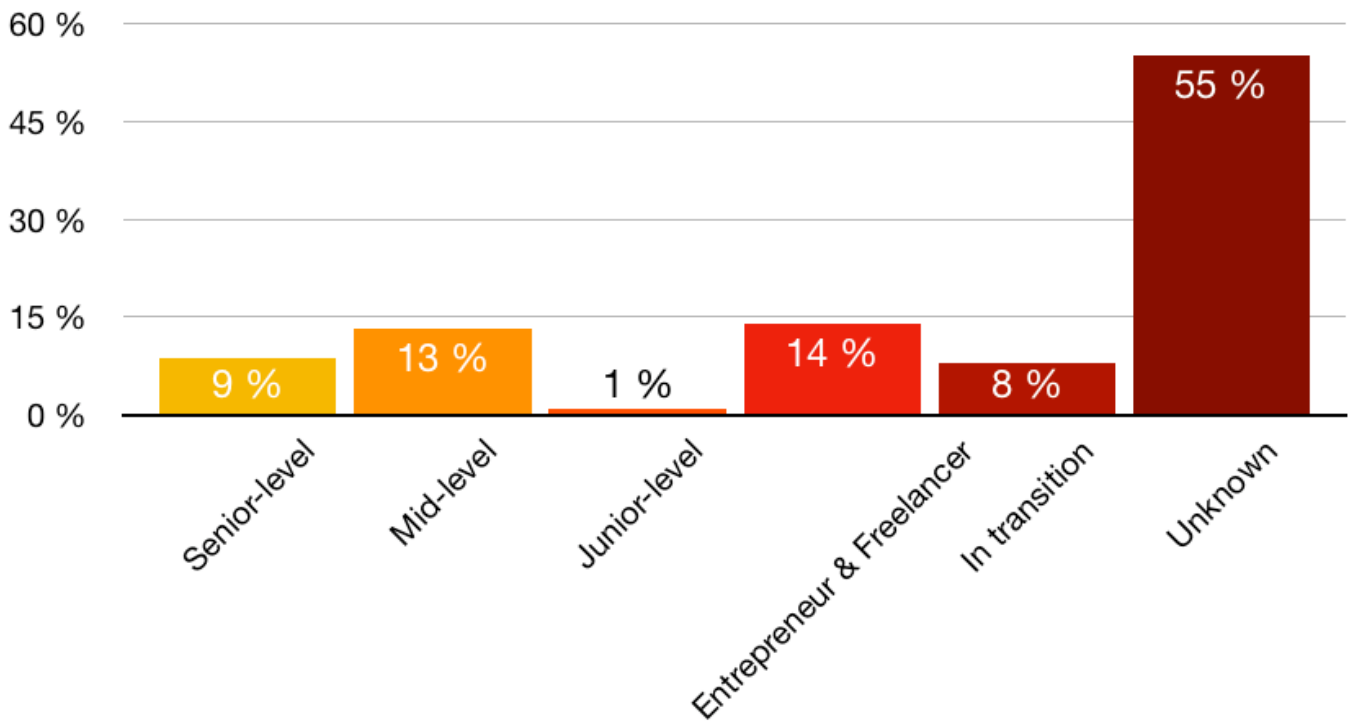
AGE RANGE OF IPWS MEMBERS



4. OCCUPATION & MANAGEMENT LEVEL

As of the beginning of the season, IPWS began to track the number of Members identifying as Entrepreneurs and Freelancers in the community. Along with Middle- and Senior-level professionals, Entrepreneurs and Freelancers make up for the largest segment when it comes to occupation and management level.

IPWS MEMBERS' MANAGEMENT LEVEL 2019-2020



5. INDUSTRIES

IPWS Members are represented across the following industries:

Accounting/Finance, Automotive, Consulting, Education, Food & Beverage, Hospitality, IT, Insurance, Legal, Marketing/Advertisement/PR/Media, Manufacturing, Medical/Healthcare, Sports/Health.

IPWS DEVELOPMENT

At IPWS, we strive to constantly strengthen and improve the relationship we have with our existing supporters and partners, this resulting in long-term relationships, as many of our Annual and WLA partners have been renewing their cooperation with our organization. It is their contribution that allows us to bring meaningful events, with innovative topics and great speakers to our community.

IPWS would like to offer a big thank you to all the corporate members, partners and sponsors that supported us throughout the past 12 months and during the Women Leadership Awards. Through their contribution we were able to deliver unforgettable events and incredible experiences by engaging speakers from different industries presenting on innovative topics.

A special thank you to:

IPWS CORPORATE MEMBERS

Epermarket and Pacific Prime

IPWS CORPORATE PARTNERS

IT Consultis and Yoopay

Our promise to our community, corporate members and partners is to continuously develop as a platform that connects, inspires and helps develop professional women in Shanghai and beyond.

Thank you for your trust and for the incredible support you have shown!



IPWS PARTNERS

IPWS engages in long-term strategic partnerships with organizations and associations in the Shanghai community. Through these partnerships we create a comprehensive platform that is all about female professional and personal development. We collaborate in events, organize community activities such as Mentor Walks, and partner with the media to scale our dedication to help women.

Through our partnership organizations, we expand the awareness of our organization and events to a different and broader audience across the community. Our intent is to build a robust platform for our members that includes dynamic speakers, meaningful events and needed resources for professional and personal development.

At the beginning of our new season, in September 2019, we started a dialogue with all of our existing partners with the purpose of assessing if we continue to share and reflect the same values as IPWS and if they are serving the community by adding value through their contribution.

With COVID-19 turning the tables in such an unexpected way, it is fair to say that many of those conversations have remained pending, either due to internal management changes, or because the contact person has not been able to return to Shanghai. Or simply because events cross promotion has been reduced or brought to a halt for more than three months.

Even through these difficult times, IPWS has continued to support, collaborate and partner up with relevant organizations while keeping in mind the added-value-factor for our community. We are proud and honored to call our supporting partners organizations such as KEA New Zealand, chambers of commerce such as AmCham, AustCham, BritCham, BenCham, as well as educational organizations such as CEIBS, Ladies Who Tech, and women leadership promoting organizations such as LeanIn and MentorWalks.



IPWS EVENTS

IPWS is proud to have hosted and partnered in 26 events from September 2019 through August of 2020 for its members and the Shanghai professional community. While we were unable to meet in person for a few months due to the Covid-19 outbreak, IPWS managed to grow and connect with the community both offline and online through the year.

This year IPWS continued to focus on hosting high quality events with curated content and outstanding speakers. Through the creation of new formats, including our digital get-togethers and Women Leadership Awards Ceremony, IPWS was able to cater to a wide variety of professional backgrounds, interests, and professional levels.

Events hosted included *Inclusive Work Culture Through Intersectional Allyship*, *Women & Negotiating: How to Get What You Ask For*, *Shanghai's Trailblazers & Game Changers* and *Should We Be Doing It All*.

KEY STATISTICS

Events Hosted and Partnered:	26
IPWS hosted Events:	13
Average Events Per Month:	2.2



MARKETING & COMMUNICATIONS

The IPWS Marketing & Communications team 2019-2020 consisted of Board Executives Anna Lukina and Jenna Ohrnberg, who worked together with the Board of Directors to engage and inform the community with quality content through online and offline channels. During the 2019-2020 season, the marketing team was supported by Marketing Committee member, Marta Przywitowska, who managed the IPWS Instagram and Facebook accounts.

The main focus of the Marketing team has continued to be on digital platforms, such as the website ipwsconnect.com, WeChat subscription account, email newsletter, LinkedIn, Instagram and Facebook, where information is consistently published about IPWS events, event recaps & photos, as well as relevant articles about or written by community members, partners, sponsors, event speakers and more.

The official IPWS WeChat subscription account has continued to be the most important channel in the past year, with by far the greatest audience reach and engagement. The number of subscribers continued to grow, however at a more moderate rate than in the previous year, reaching 4853 subscribers by July 2020, and a 15% YoY increase.

Overall, the IPWS digital community reaches a total of more than 9000 professionals every month through its channels. In addition to the WeChat subscription account, the majority of the IPWS community stays informed by visiting the ipwsconnect.com website and through the email Newsletter, which is sent out on average 2-3 times per month to over 1500 subscribers.

For the fourth consecutive year, IPWS continued the partnership with digital consultancy firm, IT Consultis (ITC). For the fourth time, ITC handled the technical solutions of the WLA nomination process. ITC also came on as an annual in-kind sponsor for the 2019-2020 season, further supporting IPWS in technical matters and maintaining the website throughout the year. In addition, ITC was a strong supporter of the Women Leadership Awards through leveraging their channels to proactively promote the event.

MARKETING STATISTICS

IPWS reach in digital channels:

- Website: 793 monthly users (-8% YoY growth)
- WeChat subscription account: 4853 followers (+15% YoY growth), with 85 posts published
- WeChat Groups: 798 group members in two IPWS Connect WeChat groups (+16% YoY Growth)
- Email Newsletter: 1628 subscribers (-9% YoY growth)
- LinkedIn: 1330 followers and group members (-12% YoY growth)
- Facebook: 736 followers (+5% YoY growth)
- Instagram: 668 followers (+27% YoY growth)

During the 2019-2020 season, IPWS Marketing and Communications saw a more moderate growth in channels such as the WeChat subscription account, Instagram and Facebook compared to previous years, and negative growth in some channels. A decreased growth was to be expected with the current situation caused by the pandemic, where IPWS was forced to decrease activities, and many international professional have temporarily or permanently left Shanghai. Digital users are also increasingly engaging with WeChat rather than the IPWS website or email newsletter.



GLOBAL RELATIONS

IPWS is committed to supporting and facilitating representation overseas with the Global Relations Executive position. This season, we have onboarded two Global Relations committee members, and received several requests for opening a new chapter, including requests from Berlin, Germany, Boston, USA, Hawaii, USA and Mexico City, Mexico. Each request is evaluated and the IPWS Global Relations Executive continues to support those who decide to pursue further action.

IPWS seeks to support women-led organizations with the purpose of empowering current and future leaders to change the nature of leadership worldwide.



IPWS FINANCIALS

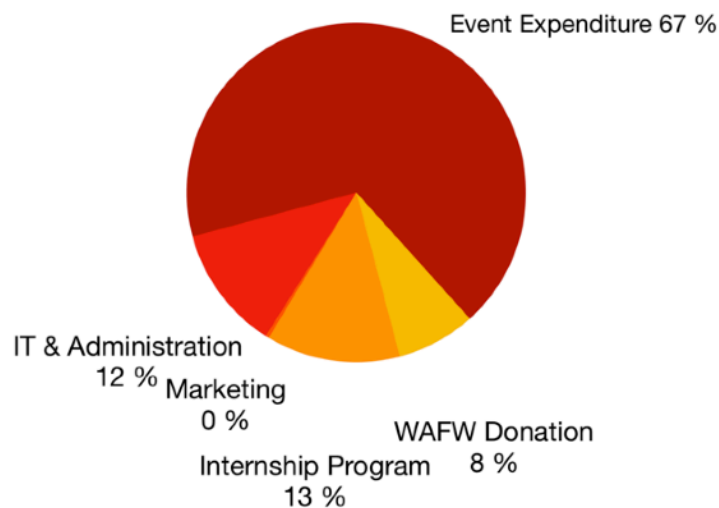
This season IPWS adjusted the financial year end to July 31st, 2020 due to the impact of COVID-19, hence this financial report covers 13 months from July 1st, 2019 to July 31st, 2020. IPWS has been dedicated to deliver the best value to its members and community according to the Vision and Mission, with the continuous supports from board members, board advisors, volunteers, members, friends, sponsors, partners and many others. 2019-2020 has brought us many challenges that we worked together to overcome.

2019-2020 Starting Balance: CNY 16,411
2019-2020 Ending Balance: CNY 28,698

2019-2020 INCOME



2019-2020 EXPENDITURE



IPWS WOMEN LEADERSHIP AWARDS

The Women Leadership Awards is the longest running international award in China for women leaders and was the only such award for over a decade. The WLA recognises professional women who have emerged as leaders in their field. As leaders, these inspiring women - and since 2016, men supporting women – have made a marked difference in our community and have forged paths for others to follow. The WLA recognises leadership in women (and men) from all nationalities and across all industries in Shanghai.

This year, amid a global Pandemic, IPWS found it more important than ever to recognise the incredible leaders and is grateful to the community, sponsors and Jury Members who made it possible to carry on the awards in 2020.

This year, IPWS received over 60 nominations for the seven categories of the 2020 Women Leadership Awards. The independent Women Leadership Awards Jury selected two finalists for each award category, with the exception of Lifetime Achievement Award, where the winner was directly selected from submitted nominations by the jury.

Following the finalist selection, the Jury convened for a full-day interview process where each finalist was present or called in from abroad for a 20-minute interview.

Finally, on Friday, June 5th, all winners were announced and celebrated at the 2020 Women Leadership Award Ceremony. We were saddened that some of this year's winners were not able to travel to China in order to receive the award in person. However, more than ever, we felt like a community of friends and like-minded individuals, and the awards were accepted on each winner's behalf.



WOMEN LEADERSHIP AWARDS

2020 WINNERS

Congratulations to the winners of the 2020 Women Leadership Awards!

BUSINESS LEADER OF THE YEAR

Joanna Hutchins
Global CEO, Cowan

YOUNG BUSINESS LEADER OF THE YEAR

Olivia Cotes-James
Founder & CEO, LUÜNA Naturals

ENTREPRENEUR OF THE YEAR

Taiwing Tian
Co-founder & Managing Director, Switching-Time

SOCIAL CONTRIBUTOR OF THE YEAR

Evelyne Bischof
Associate Professor; Guest Editor, Shanghai
University of Medicine & Health Sciences,
University of Basel, IJERPH Scientific Journal

INNOVATOR OF THE YEAR

Renata Thiébaud
Partner, Head of Research & Business
Intelligence, Web2asia Ltd.

HEFORSHE MAN OF THE YEAR

Thibault Genaitay
General Manager, China, Le Wagon

LIFETIME ACHIEVEMENT AWARD

Peggy Liu
Chairperson, JUCCE
(Joint US-China Collaboration on
Clean Energy)



WOMEN LEADERSHIP AWARDS

2020 JURY

The Women Leadership Awards finalists and award winners are selected through a comprehensive review process, led by a fully independent jury consisting of 6 jury members and a jury secretary. The 2020 WLA jury was a highly esteemed team of cross-generational executives in both genders with international backgrounds and passion for supporting women and gender initiatives.

THE 2020 WLA JURY PANEL:

SHIRLEY LEI

Jury President
Managing Director, Zenith Advisory

JESSICA GLEESON

CEO of BrighterBeauty

JACK BRADY

CEO and Executive Director of AustCham
Shanghai

CHLOÉ REUTER

Founding Partner of Gusto Luxe, Founding
Partner Gusto Collective

MARIAN DANKO

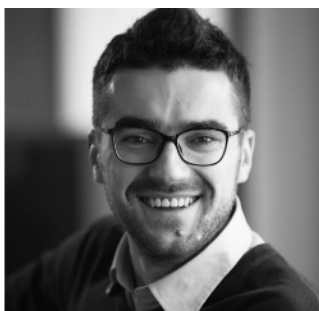
Founder/CEO at weHustle and TECOM Conf

RITA MALVONE

Jury Secretary
Business Performance Consultant

MICHELLE GARNAUT

Founder and Chief Executive Officer of the M
Restaurant Group & Contributor, Shops of the
Future



MENTOR WALKS SHANGHAI

Over the 2019-2020 season, IPWS continued as an organizing partner in the successful mentoring initiative, Mentor Walks, along with M on the Bund and the Shanghai chapters of AmCham, AustCham, BenCham, BritCham, CanCham and La Ruche.

Mentor Walks brings together emerging female leaders with established achievers and executives in China's vibrant professional community for a casual morning walk to discuss professional and personal successes, challenges and aspirations. Mentor Walks encourages mentors to inspire, guide, share experiences, keep an open mind, and find common questions with mentees.

The Mentors are women at the top of their fields. Whether in senior management in a major company, a thought leader, a business owner, or simply a force of nature in their professions, they've worked hard to get where they are and are high achievers. The Mentees are either in their early professional years, have been in their career for a few years now, or are entrepreneurs looking to learn from other inspiring women. Mentees have the incredible opportunity to seek advice from seasoned professionals who will provide an open ear, honest feedback and meaningful guidance.

The Walks occur on a monthly basis in the picturesque Jing'an Park in downtown Shanghai. In addition to Shanghai, Mentor Walks has chapters in Beijing, Hong Kong, and seven cities in Australia.



IPWS BENEFICIARY

THE WORLD ACADEMY FOR THE FUTURE OF WOMEN

The World Academy for the Future of Women (WAFW) is a bold and daring leadership program focused on developing young women for leadership roles that will address and achieve the United Nations Sustainable Development Goals.

PURPOSE

To advance and accelerate the leadership of women worldwide.

MISSION

To empower women through the discovery of their passion, purpose, and path to success, calling forth the full expression of human possibilities through collaborative and inclusive partnerships.

For those seeking accelerating leadership for women, the WAFW is an Action Leadership program focused on promoting women in leading their campus, their community, country and in the world.

Members are impacted and transformed through their commitment to being their word, living the World Academy Oath and Operating Principles and engaging in the curriculum delivered by our multi-national World Academy Facilitators who volunteer their time, skills and resources to deliver eight 5-week experiential leadership modules, and continuously empower WAFW member by exemplifying a life with purpose, mentoring with their rich and varied life experience, and creating an engaging and lasting community.

The WAFW members bring knowledge and experience back to communities through projects created and led by themselves. For example, the Continue Learning Project enables factory workers at Foxconn to access knowledge; the Leaders of Tomorrow Project enriches and empowers migrant and left-behind children; and the HIV/AIDS Awareness Project focuses on spreading prevention practice and eradicating discrimination.

To date, the WAFW has developed from a one-year program for 100 women in 2009, to a multi-year program for over 1100 young women and men in China, Nepal, and Bangladesh.

The WAFW is provided at no cost to members who apply, interview and give their word to participate for a full year program.



2019 - 2020 IPWS BOARD OF DIRECTORS



RACHEL DAYDOU
PRESIDENT



OLIVIA PLOTNICK
VICE PRESIDENT



PAULA MUELLER
PARTNERSHIP



NOGA FEIGE
GLOBAL RELATIONS



HELEN HUANG
FINANCE & ADMINISTRATION



FUKUKO AYAMA
DEVELOPMENT &
SPONSORSHIP



SOPHIE IZARD
EVENTS



JENNA OHRNBERG
MARKETING &
COMMUNICATIONS



ANNA LUKINA
MARKETING &
COMMUNICATIONS



ANA TERRA
MEMBERSHIP



VICE PRESIDENT’S NOTE

I am continuously impressed by the level of professionalism and dedication of the IPWS Board, Interns and Volunteers whom, even through such an event as the global pandemic remained steadfast in their dedication and commitment to furthering opportunities for professional women in China, and beyond, to shape the future of leadership.

This year the IPWS Board started off the 2019-2020 season with several new board members who jumped headfirst into roles that require quick-learning and a hands-on approach. In the beginning of 2020, nearly half of the IPWS Board was outside of China and remained outside for the duration of the season. Through careful evaluation, planning and adjustment, the Board handled the challenges brought on this year with clarity and most importantly, heart.

It has been an absolute honor as Vice President to support the IPWS Board and community during such an unprecedented season.

OLIVIA PLOTNICK
IPWS VICE PRESIDENT AND BOARD MEMBER

SPECIAL THANKS

The Board of Directors would like to extend special thanks to the following people who supported IPWS during the year:

IPWS INTERN - TINA FU

Tina, a graduate of the World Academy for the Future of Women, has been truly dedicated to her role with IPWS, working tirelessly in the background on event registrations, financial matters, and member inquiries among other projects. Tina has been an exemplary professional supporting the organization in normal times, as well as throughout the pandemic.

AMANDA J. ARGENTIERI

IPWS Board Advisor and former Board Member

MARGIE CHIANG

IPWS Board Advisor and former Board Member

TIZIANA FIGLIOLIA

IPWS Board Advisor and former Board Member

RITA MALVONE

Women Leadership Awards Jury Secretary

MARTA PRZYWITOWSKA

Marketing Committee Member

ESTELLE OUEDRAOGO

Global Relations Committee Member

ANN-SOPHIE LEEMAN

Global Relations Committee Member

VOLUNTEERS

A big thanks to the IPWS Members and World Academy graduates that have supported and helped through the Volunteer Committee! We love working with you all and could not have had such a successful year without you!



IPWS EVENT LIST

2019-2020

SEPTEMBER 5, 2019 – ANNUAL GENERAL ASSEMBLY 2019 + WELCOME BACK GATHERING | ASSEMBLY & NETWORKING

We gathered the IPWS members and non-members to welcome the new season, and to introduce and confirm the IPWS Board of Directors for the upcoming term. Meanwhile we had a welcome-back celebration with old and new friends.

MENTOR WALKS – 8 EVENTS THROUGHOUT THE YEAR (PARTNER EVENT)

Matching female mentors and mentees.

SEPTEMBER 20, 2019 – THE EXPAT SHOW SHANGHAI | NETWORKING

Presented IPWS to newcomers in Shanghai.

OCTOBER 24, 2019 – SHANGHAI'S TRAILBLAZERS AND GAME CHANGERS | PANEL DISCUSSION

We invited 4 inspiring women who stand out in male dominated industries and have become role models to many. They shared the challenges they have faced, their biggest success factors and their best tips for anyone considering starting a business or in need of powerful inspiration

NOVEMBER 7, 2019 – SHOULD WE BE DOING IT ALL? | IPWS THOUGHT ACTIVATOR

We discussed about the constant urge to wanting to do it all, and the influence and impact it has on our lives, through questions like: is this healthy? Is it sustainable? Is it actually benefiting us? Is there a one-fit all answer?

DECEMBER 5, 2019 – WOMEN IN BUSINESS CHRISTMAS CONNECTOR (PARTNER EVENT)

We gathered with the leading chambers of commerce for an evening of discussion and new connections.

DECEMBER 7, 2019 – GTD SPARK – GETTING THINGS DONE | WORKSHOP

This workshop Getting Things Done SPARK introduced practical tools to immediately increase your productivity across life and work and help you understand the 5 steps of work flow.

DECEMBER 11, 2019 – WOMEN & NEGOTIATING: HOW TO GET WHAT YOU ASK FOR | IPWS THOUGHT ACTIVATOR

We invited Vivien Newrzella, Creator of the program “The Graceful Negotiator”, to reflect on what is negotiation, to share tips and techniques to get you through crucial conversations and developing this vital leadership skill.

JANUARY 14, 2020 – SENIOR EXECUTIVE BREAKFAST | INVITATION ONLY

With Guest Facilitator Virginia Tan, co-founder of She Loves Tech, Lean In China, and founding partner of Teja Ventures.

JANUARY 15, 2020 – A HEALTHY RELATIONSHIP WITH WORK | IPWS THOUGHT ACTIVATOR

IPWS invited Clinical Psychologist, Dr. Kimberly Carder to speak about the subject of mental health at work and creating healthy habits for a happy life. Great insights and tips came out of the discussions, such as implementing creating a friendlier work environment by engaging more with colleagues, nourishing our bodies with healthful foods, and creating a good sleep routine.

FEBRUARY 12, 2020 – HOW TO STAY POSITIVE | DIGITAL-GET-TOGETHER

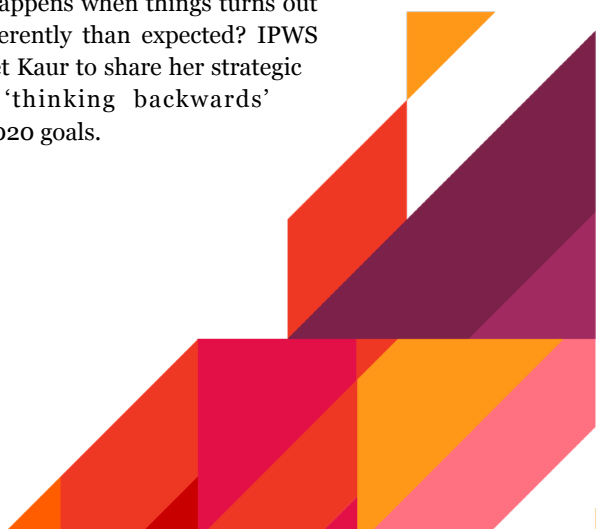
Our first 100% online event during the Coronavirus pandemic. We invited Em Roblin to share her experience and learnings on how to stay positive. Participants could enjoy practical exercises and a live session to share our learnings, failures, and successes during this time.

MARCH 5, 2020 – HOW TO ACHIEVE FINANCIAL FREEDOM | DIGITAL-GET-TOGETHER

We invited Howard Whiteson, Senior Wealth Manager, for a morning dialogue online where we uncovered strategies to achieve financial freedom.

APRIL 22, 2020 - THINKING BACKWARDS: MAKING THE BEST OF WHAT'S LEFT OF 2020 | DIGITAL-GET-TOGETHER

Making plans and setting goals is not always easy, so what happens when things turns out completely differently than expected? IPWS invited Harmeet Kaur to share her strategic principal of ‘thinking backwards’ to rescue our 2020 goals.



MAY 20, 2020 – IPWS SUMMER KICK-OFF MIXER | NETWORKING

Mingling and connecting with old and new friends over tasty canapés and drinks with a great mix of people.

JUNE 5, 2020 – WOMEN LEADERSHIP AWARDS CEREMONY | CEREMONY / NETWORKING

Seven Leadership Awards were handed to deserving men and women chosen by an independent jury during a Ceremony evening dedicated to them. We were saddened that some of this year's winners were not able to travel to China in order to receive the award in person. However, more than ever, we felt like a community of friends and like-minded individuals, and the awards were accepted on each winner's behalf.

JUNE 19, 2020 – SENIOR EXECUTIVE WINE DINNER (PARTNER EVENT) | INVITATION ONLY

Exclusive Wine pairing dinner hosted by Anne Xavière Vernay, Asia Brand Ambassador at Chateau Guiraud and Piet Vandeputte, executive chef at M1NT.

JULY 11, 2020 – IPWS SUMMER PARTY FUNDRAISER BRUNCH | FUNDRAISER

IPWS gathered with the community to fundraise for the World Academy for the Future of Women around a celebratory brunch.

AUGUST 20, 2020 – INCLUSIVE WORK CULTURE THROUGH INTERSECTIONAL ALLYSHIP | PANEL DISCUSSION

IPWS invited a panel of speakers who shared their experience in their industry and workplace and discussed how we can create a more inclusive work culture through understanding allyship and intersectionality.


AUGUST 29, 2020 – LADIES WHO TECH CONVENTION 2020 (PARTNER EVENT)

A day of advocating for women in Science, Technology, Engineering, and Mathematics (STEM) with the theme "Tech Has No Gender", with keynote speeches, fireside chats, panel discussions, and workshops.





**THANK YOU ALL FOR ATTENDING OUR
EVENTS AND SUPPORTING IPWS IN THE
2019-2020 SEASON!**



 ipwsconnect.com

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connecting professional women