



connecting professional women

**ANNUAL REPORT
2020 - 2021**

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ABOUT IPWS



OUR VISION

Empowering female professionals to shape the future of leadership worldwide

OUR KEY VALUES

Connect, Grow, Inspire, Lead

AT A GLANCE

- IPWS hosts the annual Women Leadership Awards in China.
- We reach a growing network of 10,000+ 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 2020-21 season, we organized and partnered in 20 events.
- 2021 marks IPWS' 28th 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 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

IPWS was founded over twenty-eight years ago, thanks to a group of women who felt that through connection they could empower each other. Over nearly three decades, IPWS has continued to serve one of the most international and fast-paced cities in the world, connecting thousands of women and men who are seeking to make a change through supporting and learning from each other. I have spoken to so many of you throughout the past four years, whom, no matter your home country, industry, nor age, IPWS has played a role in your Shanghai life and beyond. Whether you have met your closest friends, found a new job or been irrevocably moved by a speaker, IPWS has inspired you, helped you to grow, connected you to people or organizations that changed your life, and supported your path to become a future leader.

In our 2020-2021 season, IPWS's core values of INSPIRE, CONNECT, GROW, LEAD never seemed more important. While the world grappled with a pandemic and numerous social and economic issues, we sought to offer a consistent space to come together through monthly events, learn from spectacular individuals, connect mentors to mentees, raise funding for our beneficiary The World Academy for the Future of Women, and finally, recognize incredible women and men across Greater China through the 15th Annual Women Leadership Awards.

I am grateful for, and inspired by, the IPWS volunteer Board Members, Board Advisors and wider community who invest time and energy into this organization so that it is able to continue supporting women and men to change the nature of leadership worldwide.

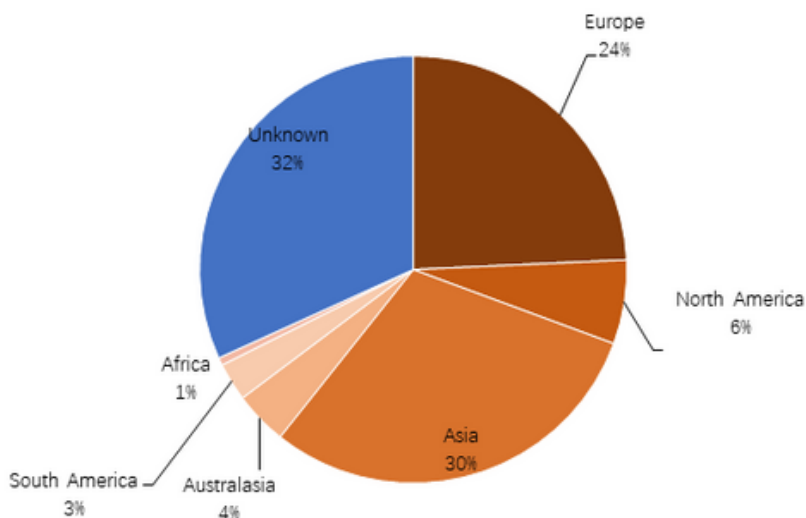
OLIVIA PLOTNICK
IPWS PRESIDENT AND BOARD MEMBER

IPWS MEMBERSHIP

1. MEMBERSHIP METRICS

The 2020-2021 season closed with 50% increase in Memberships, a total of 173 IPWS Members, as well as Friends of IPWS, which represents community members that are Chinese passport holders or men that enjoy full member benefits.

28 NATIONALITIES REPRESENTED

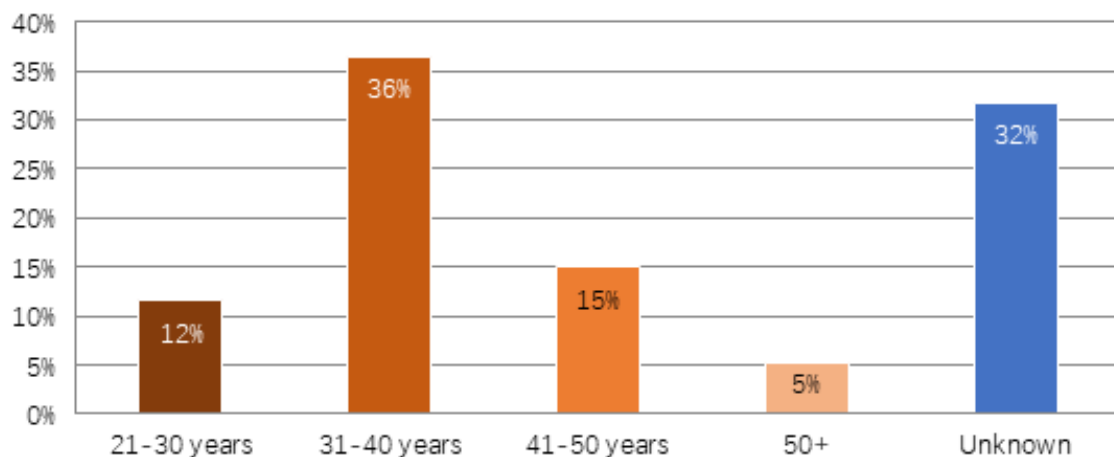


2. NATIONALITIES

Current IPWS Members are largely European or Asian passport holders. In 2021, we saw an increase in the diversity of our members. IPWS is committed to growing diversity within our community.

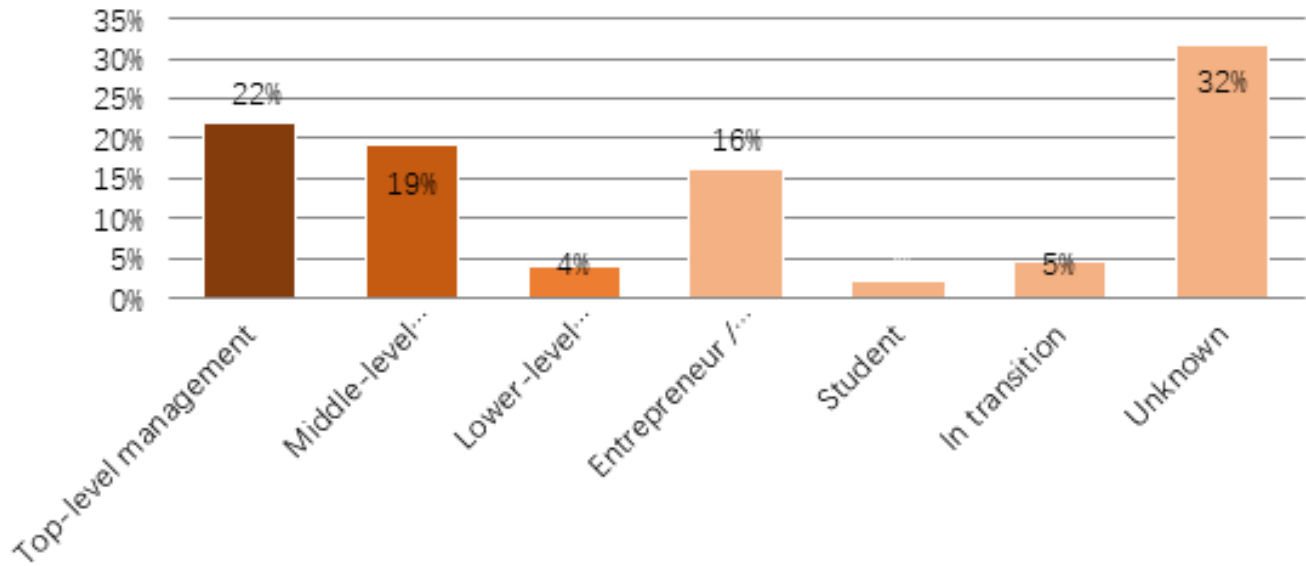
3. AGE RANGE

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.



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. This year we got more senior members, from 9% to 22% of total members.



5. INDUSTRIES

IPWS Members are represented across the following industries:
Automotive, Consulting, Education, Fashion, Finance, Manufacturing, Marketing, Tax, Legal, Technology.



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

Pacific Prime
IT Consultis
Yoopay

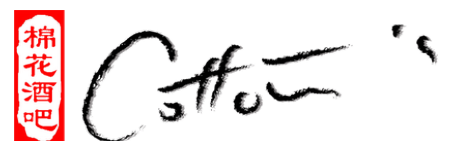
Women Leadership Awards Sponsor

Langham
Zikoland
Cotton's
IT Consultis
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.



THE LANGHAM
SHANGHAI, XINTIANDI



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

IPWS PARTNERS

During the peak of the pandemic IPWS has continued to serve its community, be it through online interactions or offline events with increased safety-measures, which lead to an increase in our members.

Against all odds given the current economic downfall the world is experiencing, we were able to maintain our IPWS paid internship program and to attract more than 200 attendees to the 15th Women Leadership Awards.

We joined forces and had a closer collaboration with various organizations to expand our community and ensure more members benefit from the work IPWS does. We would like to express our gratitude to the following individuals and organizations that supported us with the Women Leadership Awards:

Diane E. Long

the co-founder of International Professional Women's Society and Senior Advisor at Xanadu Enterprise

Young China Watchers (YCW)

a dynamic group of China-focused young professionals

Entrepreneurs' Organization (EO)

an organization helping entrepreneurs achieve transformational growth

She Loves Tech

the world's largest startup competition for women and technology

Stepping Stones

a non-profit, volunteer organization with a mission to improve the education and general welfare of disadvantaged children in China

Le Wagon

immersive coding boot-camps, teaching people the skills they need to change their lives.

China Europe International Business School (CEIBS)

committed to educating responsible leaders versed in 'China Depth, Global Breadth'



IPWS EVENTS

In a year marked by COVID-19 restrictions and uncertainties, it was particularly challenging to organize events. Nevertheless, IPWS was able to bring forward events that are rich and inspiring for our community and partners, leveraging incredible speakers at unique venues.

We have been able to organize 13 such events between August 2020 and July 2021.

Following on the tradition of previous year, IPWS was able to bring diversity in both format and content of the events: round tables, panels, keynotes, mentoring, gatherings, workshops and conferences. This provided a unique opportunity to widen our network of members and partners.

- **Events hosted in 2020-2021: 13**
- **Total events hosted and partnered: 20**
- **Most attended event (excl. WLA 2021): Panel Digital Marketing Trend (88 attendees)**
- **Event with highest number of new member recruitment: "AGA + TA "Sorry Not Sorry"**



IPWS MARKETING&COMMUNICATIONS

The IPWS Marketing & Communications team 2020-2021 consisted of Board Executives Anna Lukina and Daria Krasnoperova, who worked together with the Board of Directors to engage and inform the community with quality content through online and offline channels. During the 2020-2021 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, events with partner organizations, recaps & photos.

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, at a similar rate as previous year, reaching 5588 subscribers by August 2021, a 15% YoY increase.

Overall, the IPWS digital community reaches a total of more than 10,000 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 almost 1500 subscribers.

For the fifth consecutive year, IPWS continued the partnership with digital consultancy firm, IT Consultis (ITC). For the fifth time, ITC handled the technical solutions of the WLA nomination process. ITC also came on as an annual in-kind sponsor for the 2020-2021 season, further supporting IPWS in technical matters and maintaining the website throughout the year.

MARKETING STATISTICS

- WeChat subscription account: 5588 followers (+15% YoY growth), with 94 posts published
- Email Newsletter: 1465 subscribers (-10% YoY decline)
- LinkedIn: 1876 followers (+41% YoY growth), with 35 posts published.
- Facebook: 804 followers (+9% YoY growth)
- Instagram: 766 followers (+14% YoY growth)

Overall, marketing has been consistently delivering content for events throughout the year, as well as for the Women Leadership Awards.

IPWS GLOBAL RELATIONS

This year, due to the COVID-19 pandemic, we shifted the focus of this role from expanding IPWS worldwide to community outreach in China. We expanded our cooperation with the World Academy for the Future of Women (WAFW), providing year-round support through donations and mentorship. The Global Relations executive also became the IPWS coordinator for Mentor Walks this year.

World Academy for the Future of Women x IPWS

The World Academy has been IPWS's beneficiary for several years. This collaboration was mainly celebrated in IPWS's Fundraiser Brunch, a festive event with raffle prizes, where all proceeds went to the World Academy.

This year, we developed our partnership with the WAFW. In addition to the annual fundraiser brunch, we expanded the cooperation to include the WAFW mentorship program, calls for donations throughout the year, and various promotion activities.

Mentorship Program

The program matches students of the World Academy with female professionals for mentorship sessions lasting at least one semester. Due to the pandemic, the Academy experienced a shortage of mentors and on-site facilitators. In support of the Academy, IPWS sent out a multichannel social media campaign inviting members of the IPWS community to join the mentorship program. Potential mentors were then interviewed by the World Academy and connected with their mentees. The World Academy opened a WeChat group with IPWS's Global Relations executive, WAFW representatives, and mentors, and conducted a monthly call to better communicate with the new mentors.

- By April 2021, the Academy recruited 88 mentors. According to their estimates, 45 mentors enrolled following IPWS's campaign.
- Many mentors later joined the WAFW 14th Annual Women's Symposium as speakers and participants.

Visibility & Call for Donation

IPWS supported the World Academy year-round by introducing the organization and distributing marketing collaterals at events; featuring a QR Code for donations at events; and publishing a call for donations on IPWS's social media channels.

- IPWS raised RMB 14,529.70 for the World Academy this year: RMB 12,239.70 in the Fundraising Brunch and RMB 2,290 throughout the year.
- Substantially higher visibility to the World Academy was gained within the community.

Mentor Walks

IPWS continued its partnership with Mentor Walks this year. As part of the collaboration, IPWS organized one walk in April, and supported the walks with marketing and mentors.

- Over 35 mentors and mentees joined the IPWS Mentor Walks in April.
- IPWS board members and community members joined the walks regularly.

IPWS FINANCIALS

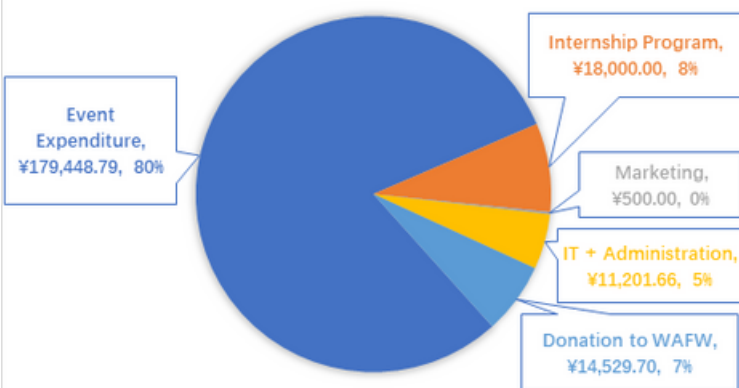
IPWS is a non-profit, volunteer-run organization, our financial year runs from 1 August 2020 to 31 July 2021. IPWS has been dedicated to deliver the best value to its members and friends according to the Vision and Mission, with the continuous support from board members, board advisors, volunteers, members, friends, sponsors, partners and many others. 2020-2021 has brought us many challenges and we worked together to overcome those challenges.

- We are very pleased to see a 64% growth in Membership income this year, and a big welcome to our corporate member Pacific Prime.
- 76% of the annual income was generated from event ticket sales.
- This year, IPWS continued to invest total RMB 18,000 in our internship program.
- Despite the pandemic uncertainties and difficulties in many ways, the WLA 2021 was a big success. We implemented a large cost cutting which had made it financially feasible for the event to take place. We made a loss of RMB 4,868.78 and this was subsidized by our cash reserve.
- 74% of our annual income was distributed to organizing events, 7% was distributed to IPWS Internship Program and 5% was distributed to cover IT and administrative costs.
- Throughout the year and the Fundraiser Brunch event, we raised and donated total RMB 14,529.70 to our charity beneficiary WAFW.
- In our event ticket sales, 51% were early-bird tickets. 50% were members, 31% were non-members and 18% were new members signed up through ticket+membership packages.

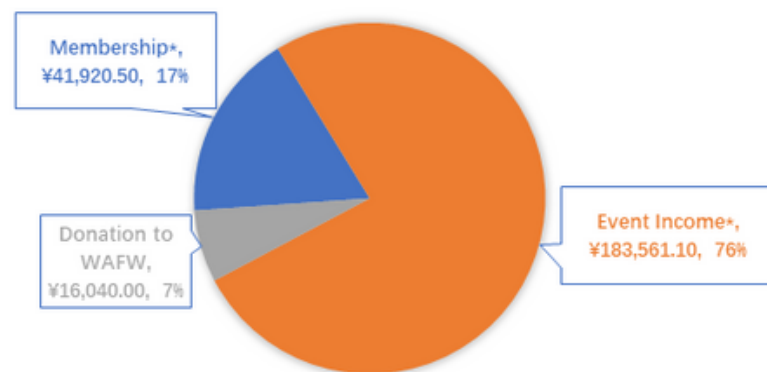
Opening Balance as of 1 Aug 2020: ¥28,698.03

Closing Balance as of 31 July 2021: ¥46,539.48

2020-2021 EXPENDITURE



2020-2021 INCOME



IPWS WOMEN LEADERSHIP AWARDS

The Women Leadership Awards (WLA) is the longest running international award in China for women leaders and was the only such award for over a decade. The WLA recognizes 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 recognizes leadership from all nationalities and across all industries in China.

This year, IPWS received over 70 nominations for the seven categories of the 2021 Women Leadership Awards. The independent Women Leadership Awards Jury selected two finalists for each award category.

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 May 29, all winners were announced and celebrated at the 2021 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.



2021 WOMEN LEADERSHIP AWARDS WINNERS

Congratulations to the winners of the 2021 Women Leadership Awards!

Business Leader of the Year

Hongfei Zheng, President, Cargill Animal Nutrition China

Entrepreneur of the Year

Cheri Xiaoyu Wang, CEO, Shanghai Li An International Freight Forwarding Co. Ltd

Young Business Leader of the Year

Ashley Dudarenok, Founder, ChoZan & Alarice

Social Contributor of the Year

Seema Ahluwalia, Chairwoman and GM, Mifanmama

Innovator of the Year

Linian Li, Country Manager of Modern Water and VP China
Business of Deep Verge

HeforShe Man of the Year

Emmanuel Dean, CEO & Founder, BOOMI

Lifetime Achievement Award

Jerrie Ueberle, Founder and Chairman/Managing Partner, The World Academy for
the Future of Women



2021 WOMEN LEADERSHIP AWARDS 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 2021 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.

Eric Yu

Managing Director Victoria's Secret, Greater China

Robert E. Daudt

Managing Partner, Asia Plus Capital Ltd.

Steffi Soetebier

Interimsmanager Human Resources

Heidi Dugan

Television Host, Entrepreneur, Author, Health and Wellness KOL, Mother

Nina Kong

Strategy Director at MediaMonks China

Monte Rosen

Founder & Managing Director, ELG (The Essential Learning Group)

Rita Malvone

Jury Secretary, Executive Coach, Strategic Advisor, and International Trainer



MENTOR WALKS SHANGHAI

Over the 2020-2021 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.



Mentor Walks China - Shanghai Chapter

CONNECTING EMERGING FEMALE LEADERS WITH ESTABLISHED ACHIEVERS
AND EXECUTIVES IN CHINA'S VIBRANT PROFESSIONAL COMMUNITY.



BENCHAM
BENELUX CHAMBER
OF COMMERCE
IN CHINA



ON THE BUND
SHANGHAI
永氏西餐厅



AustChamShanghai



**The British Chamber
of Commerce Shanghai**
— ESTABLISHED 1915 —



IPWS
connecting professional women



La Ruche
Le Réseau en action des femmes
transcophonies de Shanghai



AMCHAM
SHANGHAI

www.mentorwalkschina.com



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.



2020 - 2021 IPWS BOARD OF DIRECTORS



Olivia Plotnick
President



Paula Mueller
Vice President



Daria Krasnoperova
Marketing & Communications



Theresa Hudzinski
Community Development



Ana Terra
Membership



Noga Feige
Global Relations



Wody Keita Stemper
Events



Helen Huang
Finance & Administration



Anna Lukina
Marketing & Communications



Fukuko Ayama
Development & Sponsorship



VICE PRESIDENT'S NOTE

While the global community was still dealing with the worst of the pandemic, we have been fortunate enough to have held all of our regular events in person during the 2020-2021 season. We are grateful that IPWS has been able to remain a pillar of support and connection through uncertain times.

During recent months, every time I have heard members expressing how they felt 'less lonely' during the peak of the pandemic thanks to IPWS, my heart filled with joy and reassurance that we managed to stay true to our mission to: Connect, Grow, Inspire and Lead.

I have learned that when women come together and support each other, there is no hurdle we cannot overcome. This energy translates into the number of events we continued to host despite of the restrictions we faced.

As the Vice President of IPWS, I can genuinely express that this organization has been a catalyst for growth in many aspects of my life. It is with great regret that I have decided to step down from the Board as my work commitments have become too great for me to be able to fulfill the requirements of this position. It is time for someone else with fresh energy and devotion to step in this role and bring IPWS to new heights.

IPWS has truly and irreversibly impacted my own life over the course of four years, bringing me growth, inspiration and lifelong connections, it fills me with pride to know that this 28-year legacy will continue to do so for women and men.

It's been a pleasure to serve on the Board of this organization, I am proud of the achievement we were able to accomplish and look forward to what the future brings.

PAULA MUELLER
IPWS VICE PRESIDENT AND BOARD MEMBER



**THANK YOU ALL FOR ATTENDING OUR
EVENTS AND SUPPORTING IPWS IN THE
2020-2021 SEASON!**