



Show your support for women working in the convenience sector

VISION

The aim of Women in Convenience is to connect, support and empower the fantastic women working in independent convenience stores across the UK and Ireland.



MISSION

To provide female retailers with:

- **The right support and tools so they can tackle the issues they face in the workplace**
- **More opportunities to attend events that are relevant to them, providing a space in which they can feel comfortable and confident**
- **The opportunity to connect with each other and build their own networks**
- **Greater visibility and recognition of their contribution to the success of independent convenience stores across the UK**
- **A platform to be heard**
- **Greater alliance with their male colleagues**
- **To give men working in convenience the chance to become better allies to their female colleagues**

Through Women in Convenience, we are committed to offering continued support and resources to female retailers throughout 2023 and beyond, with a year-round presence across our portfolio of products – spanning print, digital, social and email marketing communications. The content of the programme will be guided by our steering group of female retailers, with whom we will meet regularly to discuss key issues and the ways in which the Women in Convenience programme can provide support and guidance.

Packages are limited

Secure your partnership position today by contacting Natalie Reeve:
natalie.reeve@newtrade.co.uk // 07824 058172



There are a limited number of opportunities for suppliers to the trade to partner with the Women in Convenience 2023 programme, sharing expertise and helping elevate female retailers in the UK and Ireland.

Women in Convenience 2023 Supporting Partner: £11,400

- 150-word submission to be included in four quarterly Women in Convenience email newsletters
- Two bespoke emails to the Women in Convenience network (to be sent at a time of your choice in 2023)
- Two advice columns in RN (to run at a time of your choice in 2023)
- Logo and company information to be included on the Women in Convenience hub on bR.com
- Logo to be included on all relevant Women in Convenience content, marketing materials and at the 2023 event
- Presence at the 2023 Women in Convenience event for up to two representatives, providing an opportunity for networking and participation in workshop sessions
- A brief interview to be included in the Women in Convenience post-event video, with the opportunity to discuss the ways in which you are looking to support female retailers
- Your contact details to be shared with all retailers attending the Women in Convenience event, for future support and guidance
- Full-page advert in RN in the event-coverage issue
- First refusal to become a supporting partner for our 2024 Women in Convenience programme

Women in Convenience 2023 Headline Partner: £16,400

- 250-word submission to be included in four quarterly Women in Convenience email newsletters
- Two bespoke emails to the Women in Convenience network (to be sent at a time of your choice in 2023)
- One full-page advertorial in RN (to run at a time of your choice in 2023)
- Logo and company information to be included on the Women in Convenience hub on bR.com
- Prominent branding on all relevant Women in Convenience content, marketing materials and at the 2023 Women in Convenience event
- Presence at the 2023 Women in Convenience event for up to three representatives, providing an opportunity for networking and participation in workshop sessions
- A short speaking slot at the 2023 Women in Convenience event, to share why you want to support female retailers, what you are doing currently and your intentions for the future
- A brief interview to be included in the Women in Convenience post-event video, with the opportunity to discuss the ways in which you are looking to support female retailers
- A double-page advert in RN in the event-coverage issue
- Your contact details shared with all participating female retailers for future support and guidance
- First refusal to become a supporting partner for our 2024 Women in Convenience programme

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