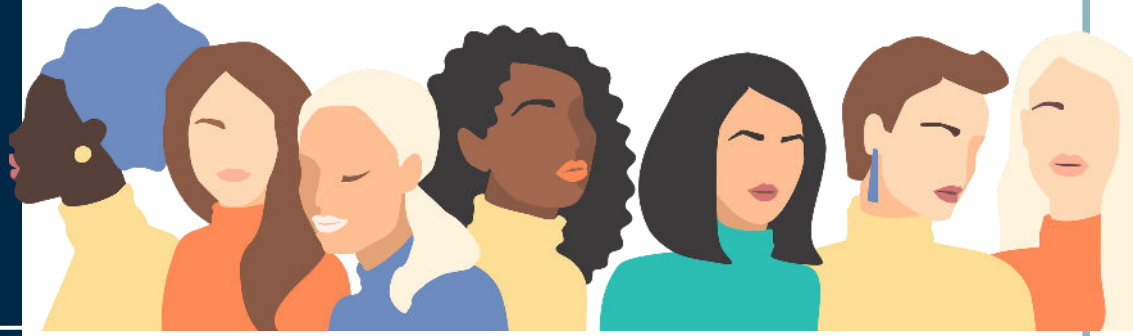




International
Women's Day



Ang Shih-Huei,
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Klareco
Communications,
answers
questions for
International
Women's Day,
March 8th 2023

1 As a female leader in PR, what does IWD mean to you?

It is a day to celebrate the sacrifices of female leaders around the world in striving to close the gender gap. However, it also a day to reflect on how there are still hurdles to overcome in the journey towards equity which is a collective responsibility of everyone in the industry.

2 How can companies ensure their IWD #EmbraceEquity messaging is genuine and meaningful?

Nobody appreciates empty messages without KPIs. It is important to prioritise action over words where companies that are committed to promoting equity should take tangible initiatives towards a more equitable workplace, be transparent about their progress and focus on measurable outcomes.

3 What can companies do to ensure that their messaging resonates with both female and male stakeholders?

When delivering IWD messaging, companies should avoid any gender bias and instead position men as allies to jointly drive behaviour change. Using inclusive language and involving both female and male stakeholders in the conversation can create a shared goal that will resonate across the board. Companies should also be tapping into stories of leaders, male or female, who are going out of their way to help push through glass ceilings.

4 From a reputation perspective, can you recommend one PR do and don't when it comes to IWD?

Do acknowledge the significance of the day by developing meaningful content that highlights the accomplishments of women within the organisation, and demonstrate genuine commitments and/or tangible impact.

Don't use IWD as a marketing tool to make superficial gestures that are unsubstantiated, as it takes away from the significance of the day and important conversations surrounding the diverse perspectives and experiences of women.