



The WICT Network

Empowering Women
in Media, Entertainment and Technology

INTRODUCING THE WICT NETWORK

Why is the organization changing its brand identity?

WICT – Women in Cable Telecommunications – is known for its leadership development programs, powerful stance on diversity, equity and inclusion, and original research through the PAR Initiative, measuring workplace DEI.

Since WICT was formed more than 40 years ago, WICT has grown to the largest organization of its kind, and as the industry has evolved, so too has WICT.

No longer are member companies simply cable operators and content creators; they are multi-faceted media, entertainment and technology entities, providing a wide range of services to consumers. And while WICT has always adapted our business model to ensure we remain relevant, WICT's name has not kept pace with the times. As a result, "Women in Cable Telecommunications" no longer speaks to the full breadth of who we are and where we are headed.

What steps has the organization taken to get to this place?

WICT engaged some of the top branding and naming companies to guide us—experts in branding, PR, communications and creative design. They led us through numerous focus groups, data mining, personal interviews and census research.

We met, we gathered, and we listened. In doing so, we realized we not only needed to evolve our brand to build a stronger organization; we knew we had an added obligation to our members given how much ground women lost in the workplace during the COVID-19 pandemic.

More than ever, if we can connect women within our industry to each other and WICT, the better for our industry, and frankly the better for the communities our members serve. **This conclusion helped us realize that for all the benefits we provide to our members and the industry at large, there is one thing that reigns supreme - it's all about our **network.****



The WICT Network

Empowering Women
in Media, Entertainment and Technology

INTRODUCING THE WICT NETWORK

Starting October 20, 2021, Women in Cable Telecommunications is now The WICT Network: Empowering Women in Media, Entertainment & Technology.

We are being intentional - with our name, logo and actions - widening the circle of our network to include the vast landscape of media, entertainment and technology.

This isn't a revolution. It's an evolution. The WICT Network will continue to provide unmatched peer-to-peer and business-to-business networks through our member resources, educational events, and diversity research. We'll just be doing so with a name that is more inclusive of our industry's many facets.

What does the rebrand process entail? What does it mean for chapters?

The rollout of the new name and brand will consist of an updated design palette and new logo, website alterations, industry media coverage, stakeholder messaging to include The WICT Network's chapters, and creative collateral.

The WICT Network will supply chapters with logo artwork and brand/style guidelines. We do not expect chapters to make changes overnight and understand it will take time to get all the pieces incorporated. However, chapters should begin using the new name and logo where feasible and begin promoting the new name as they communicate with members, potential members and stakeholders. And The WICT Network's HQ will help chapters defray costs associated with our new identity.

These are exciting times ahead, and we're grateful you're part of The WICT Network's ongoing journey.

Any questions should be directed to chapters@wict.org.