

## Women in Tech and Digital Conference announced

Useful & Beautiful and Women in Tech ZA have announced the inaugural Women in Tech & Digital Conference to be held on 12 June at the Belmont Square Conference Centre in Rondebosch, Cape Town.



Samantha Perry, co-founder of Women in Tech ZA, and Lynette Hundermark, co-founder of Useful & Beautiful

Featuring an all-female speaker line-up, the event is targeted at men and women already active in the technology and digital spaces and seeking to master the skills they have.

Says [Lynette Hundermark](#), founder and CEO of Useful & Beautiful, “Tech and digital marketing are often seen as discrete sectors and part of what the event aims to do is bring them closer together - in discussion and in practice thereafter. We also want to touch on more complex topics like how to retain women in the sector and creative ways we can accommodate their responsibilities and roles outside the workplace, that often cause them to drop out of tech once they get married or have children, for example.”

The event will showcase a range of topics including: Entrepreneurship at any age; Demystifying AI and other tech trends; Creating purposeful solutions; Advanced digital marketing and Self-care.

“This event is tailored to showcase the high degree of skills and expertise we have in the tech sector, and specifically

among women in tech, who are very under-represented at events as speakers and delegates. That said, and while the name and content are tailored to women delegates, we want to make it clear the conference is for everyone,” says Women in Tech ZA co-founder Samantha Perry.

“ Bridging the gender divide in tech requires an inclusive approach and a joint effort from everyone in the sector. ”

The speaker lineup so far includes:

- Anna Collard, founder and MD of Popcorn Training;
- Aisha Pandor, co-founder and CEO of SweepSouth;
- Birgitta Cederstrom, global commercial director of growth, innovation and leadership at Frost & Sullivan;
- Barbara Mallinson, founder and CEO of Obami;
- Jacqui Mackway-Wilson, founder of Go Social SA;
- Lorraine Steyn, founder and CEO of KRS;
- Lynette Hundermark, co-founder of Useful & Beautiful; and
- Samantha Perry, co-founder of Women in Tech ZA

As part of Useful & Beautiful and Women in Tech ZA’s commitment to giving back, the event beneficiary will be Sisters Incorporated, a safe house for abused women and children. All delegates will be asked to bring a donation of a toy, item of clothing, or a handbag to the event and will have a chance to hear more about the organisation.

Hundermark says plans are in place to bring the event to Johannesburg later in the year. Tickets for the Cape Town event are on sale now at an early-bird rate of R1750 (full rate R2000). For more information, email [monique@usefulandbeautiful.co.za](mailto:monique@usefulandbeautiful.co.za) or visit <http://usefulandbeautiful.co.za/events/> to purchase tickets.

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