

# WOMEN TECH QUEST

DESIGN.CODE.TEST.WIN



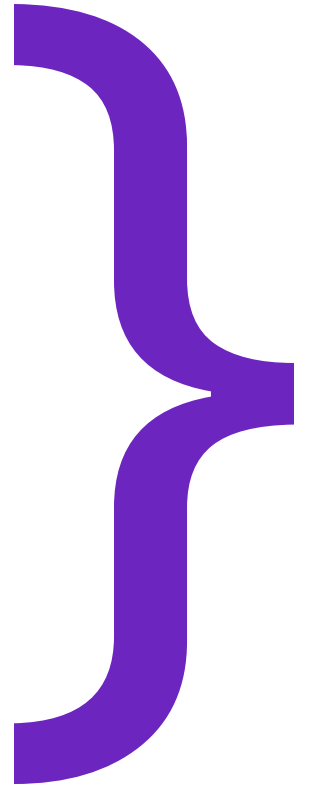
An initiative by





# ABOUT

**10Pearls University**, a Center of Continuous and Advance Learning, provides an ecosystem for students and professionals to learn, network and upskill. The platform is used to conduct online and on-premise courses, workshops and trainings on tech and management areas, enabling professional and personal growth. 10Pearls University also organizes technology conferences, events, competitions, webinars and hackathons in order to build community engagement, and lead conversations in industry innovation. Our mission is to equip people with knowledge, skills and a supportive network, empowering them to grow and lead innovation.



# ABOUT

## **WOMEN TECH QUEST (WTQ),**

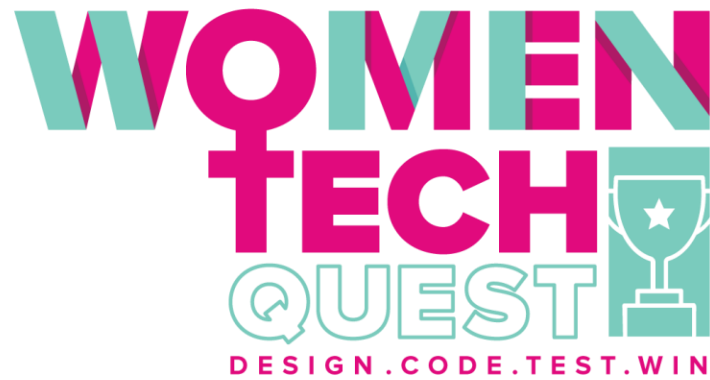
an initiative of 10Pearls University, is a competition dedicated to inspire women to excel in their tech careers. It provides women a platform to assess their tech skills, prove their mettle and engage with like-minded women in a friendly yet competitive environment. It also gives stay-at-home women an opportunity to restart their careers and refresh their knowledge by providing a conducive environment. WTQ has three tracks – Coding Testing and Design, enabling women from different domains to excel and showcase their skills.

<https://www.womentechquest.com/>

Search



## Impact of



Contributes to the country's talent pool by bringing in top programmers, QA testers and designers

Eradicates gender gap & challenges stereotypes prevalent in the tech industry

Gives stay-at-home mothers a chance to revive their careers in tech

Uplifts women to come to the forefront & strengthen their role in the tech space



# Event Agenda

**9:15 AM – 9:45 AM**

## Meet and Greet

Participants will go through check in process at their respective 10Pearls office

**9:45 AM – 10:00 AM**

## Introduction to Women Tech Quest and 10Pearls University

Learn more about 10Pearls University and its initiative Women Tech Quest  
Get to know about our partners and esteemed sponsors who have extended their support

**10:10AM – 10:25 AM**

## Keynote Speech

An engaging initiator for the Women Tech Quest

**10:30 AM – 11:00 AM**

## Briefing Session for Competition

Announcement of Competition Rules & Guidelines in the designated competition halls.

**11:00 AM – 2:00 PM**

## Competition Track

Gear up and unveil your capabilities in one of three exclusive competitions centered around **Coding, Testing & Design**

**2:00 PM – 2:45 PM**

## Lunch Break

**2:45 PM – 3:15 PM**

## Icebreaker Session

Interactive workshops and engaging talks will be conducted in the event hall.

**3:30 PM – 4:00 PM**

## Speaker Session

An insightful speaker session on the current trends of Women in Tech.

**4:15 PM – 5:00 PM**

## Winner Announcement and Closing

Unveiling of the winners for all three Competitions  
**Closing and thank you note by the organizers**  
**Group picture of the Women Tech Quest'23 participants**

# Highlights

## 2017

- **Women Tech Quest** was launched and received phenomenal response across the industry
- The competition initially focused on Coding and Testing

## 2018

- 400+ registrations of talented technologists received out of which 48% were professionals.
- The competition's scope broadened to include both Coding and Testing
- Jehan Ara, President, P@SHA and Next I/O, joined as the Chief Guest

## 2019

- 800+ registrations were received, a 50% increase from previous year
- The competition's scope further broadened to include Coding, Testing and Design
- Rabia Azfar Nizami, Member of the Provincial Assembly, joined in as the Chief Guest

## 2021


- Successfully held a fully virtual edition with 1000+ country wide registrations
- 30% participants competing from Australia, Berlin and remote cities of Pakistan
- Competition's scope uplifted to a national level
- Muazma Zahid, Senior Engineering Manager, Microsoft Azure Global joined for the Closing Ceremony

## 2022

- Physical event across KHI, LHR, ISB
- 1500+ registrations
- Impressive lineup of speakers from tech giants like IBM, Microsoft, Seers, Foresight Labs etc.
- Top names as sponsors and partners, including IBM, Careem, P'iC, GDG Kolachi, Women Engineers Pakistan etc.




# TESTIMONIALS



*“Coding has always been my passion – and winning the WTQ 2021 competition – a nation-wide event – certainly boosted my morale. I love how well-organized it was, and tested my skills, approach, and focus in the best way possible!”*

**Maryam Nasir**, Winner of Coding competition (Professional)



*“Women Tech Quest was an excellent opportunity to learn, gain visibility, and have great credentials on my CV. It felt great to be a part of WTQ 2021, and win such a tough competition.”*

**Ayesha Tanvir**, Winner of Testing competition (Professional)

*“As a student, platforms like WTQ are a great opportunity to highlight our skills, get known in the industry, and learn from our fellows and seniors. I will always value this learning experience, and yes, loved the amazing swag kit and prize!”*

**Midhat Kamal**, Winner of Design competition (Student),





**Past Partners**

**& Sponsors**



Women Techmakers





# Past Speakers



Muazma Zahid, Principal PM Manager –  
Microsoft and President PWiC



Sundas Khalid  
Senior Analytical Lead – Google



Asma Shabab  
Innovation & Experience  
Strategist - IBM



Puruesh Chaudhary  
Founder – Foresight Lab



Dr. Sara Khurram  
CEO – Sehat Kahani



Halima Iqbal  
Founder & CEO - Oraan



Sarah Roderus  
VP of Testing Services – 10Pearls



Zahra Shah  
Co-Founder, CCO, Board Director &  
Investor at Seers

**Media**

**Coverage**

THE EXPRESS  
TRIBUNE

DAWN

**a** AURORA



# Why Sponsor?

- 01. BRAND VISIBILITY**  
Gain substantial brand mileage and generate positive brand conversation
- 02. BUSINESS OPPORTUNITY**  
Network and attract new projects and co-branding opportunities
- 03. NICHE TARGETING**  
Target progressive fresh and experienced career women
- 04. BUILD GOODWILL**  
Support women empowerment and be associated with a progressive message
- 05. CHAMPION INNOVATION**  
Back the thought-leaders and lead innovation!



# Event Sponsor

# PKR 800,000



## Co-host WTQ'23 with 10Pearls

Perks of being an Event Sponsor

### Brand Visibility

- Dedicated Social Media announcements
- 5 Minute Company introduction slot (via video/physical representation) in the Opening Ceremony
- Placement of company product/promotional stall
- Placement of company standee
- Special Mention at the Closing Ceremony
- Mention in press release
- Add merchandise to swag giveaways

### Logo Placement

- Website
- Participation Certificates
- Program Guide
- Event standees
- Winner Shields
- Media Wall
- Social Media Posters

# Competition Sponsor

PKR 500,000



**Brand with any competition stream: Coding, Testing or UI/UX design track**

**Perks of being a Competition Sponsor**

## Brand Visibility

- Dedicated Social Media announcements
- Company leader to award the shields to winners.
- Company Standee in competition area
- Add collateral to participant swag kit
- Special Mention at the Opening and Closing Ceremony.

## Logo Placement

- Website
- Competition Certificates
- Competition winner Shields
- Social Media posters
- Media Wall



# Workshop Partner



**WTQ'23 will host interactive workshops for women on mental health, well-being and personal development. Does your brand align with these values? Hop on board!**

## Perks of being a Workshop Sponsor

### Brand Visibility

- Conduct the workshop
- Dedicated Social Media announcements
- Company Standee in workshop area
- Special Mention at the Opening and Closing Ceremony.

### Logo Placement

- Website
- Program Guide

# Travel Sponsor

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## What you can offer:

- An exclusive promo code which can be used on event day
- Cash prizes for national winners
- Vouchers which may be redeemed later

## Perks of being a Travel Sponsor

### Brand Visibility

- Dedicated social media announcements
- Gain a massive userbase and solid opportunity to attract new customers

### Logo Placement

- Website
- Program Guide

# Food Sponsor

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## What you can offer:

- Serve hot and fresh meals on event day in KHI, LHR or ISB
- Provide a coupon for WTQ' 23 participants

## Brand Visibility

- Dedicated Social Media announcements
- Placement of company standee in lunch area
- Mention at the Opening and Closing Ceremony
- Add discount coupons to giveaway bags

## Logo Placement

- Website
- Program guide
- Event standees

# Giveaway Sponsor

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## What you can offer:

- Contribute a prize for winners or add your coveted products in the participants' Swag Kits

## Brand Visibility

- Recognition and brand awareness
- Opportunity to introduce your brand in a targeted female market
- Implicit brand marketing with mentions in participants' social media stories, tweets, posts.
- Dedicated post on 10Pearls' social media

## Logo Placement

- Website
- Media Walls

# Wish to Empower Women of Substance?

**LET'S TALK....**



**WTQ@10PEARLS.COM**





**Thank you: //**