

## AWE LAUNCHES TO CONNECT WOMEN IN THE EVENTS INDUSTRY

WASHINGTON, D.C., April 1, 2015/Trade Show News Network -- The Association for Women in Events (AWE) launches to connect and empower women in the meetings and events industry. The association serves as a collaborative community for women to share innovative ideas, build powerful professional relationships and advance careers. The organization is for seasoned industry leaders as well as tomorrow's leaders.

Founded by Carrie Abernathy, Tamela Blalock, Mas Tadesse Harris, Mary Higham and Kiki Janssens, AWE is a national association based in Washington, D.C. and officially launched March 30, 2015.

"This organization fills a need," says Carrie Abernathy, AWE Co-Founder. "There are a lot of resources out there, but it's difficult to find anything specifically geared towards women. AWE empowers a thirsty community; a community that should feel like home."

AWE looks to integrate, support and engage with existing industry organizations and build long-term collaborative relationships. Suppliers will benefit from hosting and sponsoring AWE events by gaining crucial onsite captive audiences from the driven community of demand. Both men and women can join the social network forum. AWE wants men to be a part of these conversations to support women in the workplace and beyond.

"Whether you are male, female, supplier, vendor, organizer, young professional, or seasoned veteran, we need you! The Association of Women in Events mission and purpose is to serve the entire events industry and we need your valuable input in order to make this a success" says Mary Higham, AWE Co-Founder.

In July 2015, AWE plans to launch the inaugural Board of Directors, who will direct membership, scholarships, events and education decisions for the association. Applications for Board of Directors are immediately being accepted at <http://www.womeninevents.org/>.

"What a wonderful opportunity to be the change we want to see in the world, than to stand on the sidelines and just wish for it," says Tamela Blalock, AWE Co-Founder.

The co-founding team has found the response to the launch of AWE to be overwhelmingly positive. Many large players in the industry are anticipated to orient their leadership to the AWE community.

For membership information and resources, go to [www.womeninevents.org/membership.html](http://www.womeninevents.org/membership.html).

For immediate questions, please contact AWE at [admin@womeninevents.org](mailto:admin@womeninevents.org).

Follow active updates from AWE, on Twitter (@AWEwomen) and on Facebook ([www.facebook.com/AWEwomen1](http://www.facebook.com/AWEwomen1))

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