

WOW Manchester - May 24 - 26 2024





Image: Climate campaigner Mikaela Loach who spoke at WOW in 2022
Photo: Marie Jacquemin



The WOW Global Movement is a fast-growing network of partnerships across 45 places and six continents, reaching 63.5M people each year through live and digital festivals and events, campaigns and media.

Our work focuses on gender equity and through our unique programmes we galvanise action, convene and educate as we join the dots between people, movements and ideas to change the world.

Our programmes include:-

- **Festivals and events** across the world, securing our reputation as thought leaders with a powerful and effective call to action
- **Education and leadership** programmes for women and girls across the world
- **High profile projects** that are sector or issue specific, leveraging our reputation and influential network



“When I started WOW I knew it was needed. I had no idea just how much it would feed the need for women and girls all over the world to come together to support and celebrate each other as we push forward towards an equal world.”
**Jude Kelly CBE, Founder & CEO,
The WOW Foundation**

WOW is led by the trailblazing Jude Kelly CBE, one of the UK's most influential creative leaders. Our team are experts in harnessing the transformative power of culture, creativity and the strength found in embracing complexity, intersectionality and the coming together of diverse voices, needs and focus.

We approach all our work with joy, celebrating the achievements of women, girls and non-binary people and the progress we've made, whilst taking a frank look at the barriers we still face. Our aim is to build the belief in others that a gender equal world is urgently needed, desirable and achievable. And with kindness, challenge the belief that gender equality has already been achieved.



**Watch
our film**

WOW Festivals - A Global Movement

The WOW Foundation creates **WOW - Women of the World Festivals** across the globe to celebrate the achievements of women, girls and non-binary people, confront gender injustice - and create joyous places where people of all kinds can get together to share stories in meaningful ways.

WOW has seeded a **global movement** which has sparked WOW Festivals in 45 locations across six continents and reaches **65 million people a year** through live and digital events, media and campaigns.

The stories of triumph, tragedy, progress and setback that the festival gathers are a **crucial source of knowledge** and can **connect us** so we can make new solutions together.

To date, WOW has taken place in Australia, Bangladesh, Brazil, China, Egypt, Finland, Greece, Nepal, Nigeria, Pakistan, Sri Lanka, Somaliland, Taiwan, the UK and the USA where **seismic shifts in cultural attitudes towards gender equity have taken place as a result of the festival**. Participants have included Angela Davis, Malala Yousafzai, Annie Lennox, Patrick Stewart, Baroness Doreen Lawrence and Salma Hayek - as well as thousands of people who don't have public profiles but are changing the world.

Image: WOW Rio 2018 in full swing in downtown Rio de Janeiro, Brazil



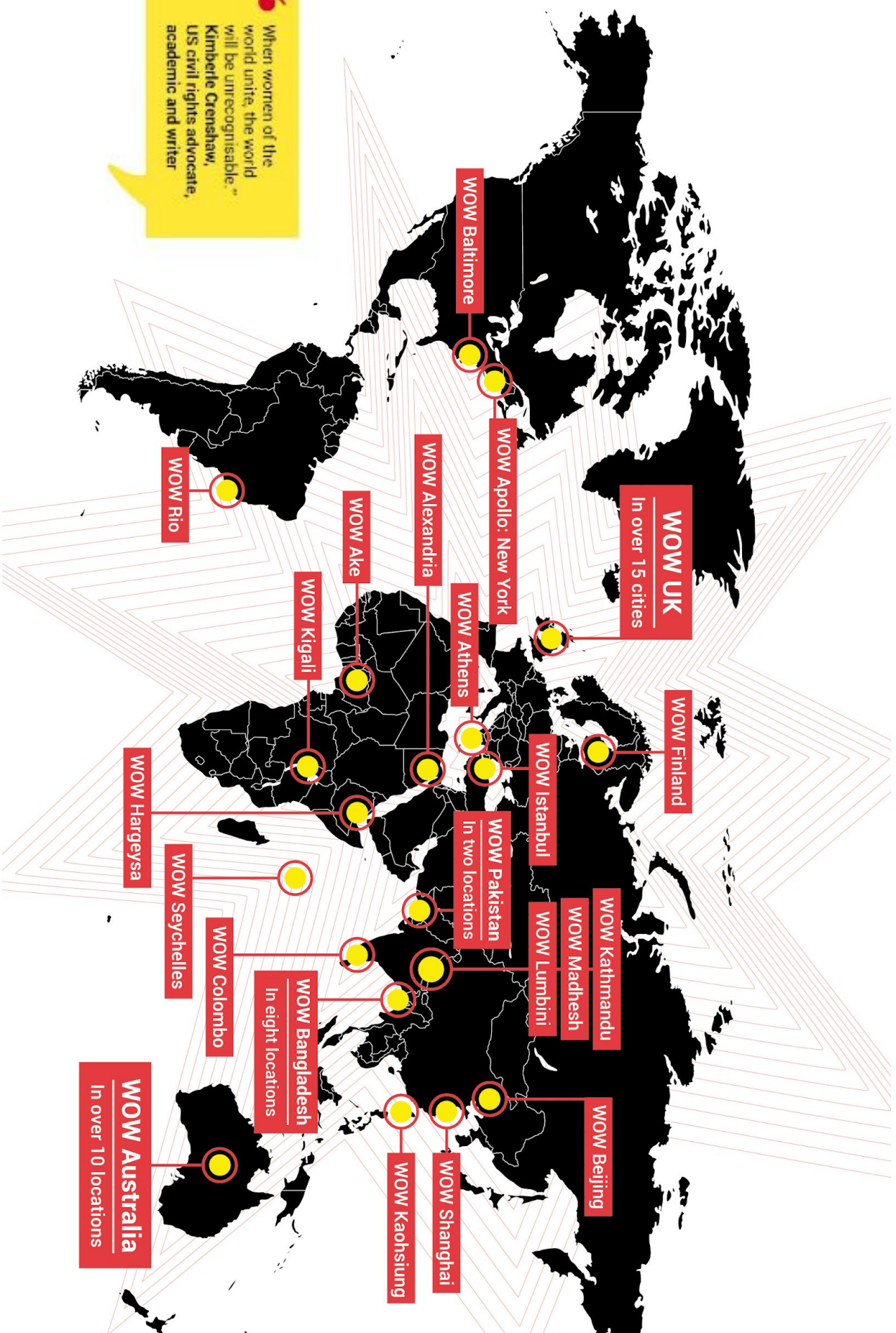
63.5M
reached

45
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When women of the world unite, the world will be unrecognisable.”
Kimberle Crenshaw,
US civil rights advocate,
academic and writer



WOW Manchester

In May 2024, WOW's flagship UK festival will take place in Manchester, in partnership with **Factory International**. This major Festival - the first of its kind in the North West - is a full takeover of the cutting-edge **Aviva Studios** for the people of Greater Manchester and beyond.

The first ever WOW Manchester Festival is your chance to be part of the global movement and see world-class speakers, activists, musicians and comedians, including Australia's first woman Prime Minister Julia Gillard, actors Maxine Peake and Zawe Ashton, Nazanin Zaghari-Ratcliffe, Manchester legend DJ Paulette and author Chimene Suleyman. Come together with the people of Greater Manchester and beyond for three days of life-changing conversations, incredible performances and more.

You can also pop by the Social for a **range of free events** across the weekend – featuring WOW pop-ups, poetry, workshops and artwork. Listen in to WOW Bites or learn how to make dyes from natural ingredients. There's plenty to stumble upon.

WOW Manchester welcomes people of all ages and genders. Whether you're a seasoned activist or dipping your toes into ideas about gender equity for the first time, WOW Manchester is for you.

Image: Berlin based Indian musician and climate ecologist Ditty who uses music to talk about climate justice and ensures carbon neutral tours. Photo: Elise Kurttz



Factory International

Factory International commissions, produces and presents a year-round programme of **original creative work** and special events at Aviva Studios, its landmark new home in Manchester.

The **brand new Aviva Studios** is the perfect venue for the first WOW Manchester. Built with flexibility in mind, the building is based around large, open, adaptable spaces that can be constantly reconfigured, enabling artists to develop and create large-scale work of invention and ambition of a kind **not seen anywhere else in the world**.

Factory International builds on the legacy of **Manchester International Festival**, one of the world's leading arts festivals, and the first to be entirely focused on the commissioning and producing of ambitious new work. Staged every two years in Manchester since 2007, world-renowned artists create dynamic, innovative and forward-thinking new work in venues and spaces across Greater Manchester, and have included Marina Abramović, Damon Albarn, Laurie Anderson, Björk, Idris Elba, Sharmeen Obaid-Chinoy and Yoko Ono.

Factory International plays an important role in **the lives of Greater Manchester residents**, bringing jobs, skills, training and creative opportunities.

*Image: MIF23 Festival Square at Aviva Studios home of Factory International
Credit: Credit: Chris Payne*



WOW Manchester - Festival Content

WOW Manchester will take over Aviva Studios, with a whole range of activities, including:

- **The Marketplace** is the beating heart of the programme - an immersive experience with over 50 pop-up stores, experiences and happenings to explore, places to stop and chat, participate, browse, learn, get a treatment and build community.
- During each day there will be **Moments of Unity**, led by Jude Kelly, where everyone stops to listen or take part in one thing together.
- **Conversation Stations** - will provide assembly points for discussion, debate, questions and inspiration, with speakers including **Julia Gillard, Maxine Peake, Zawe Ashton and Nazanin Zaghari-Ratcliffe**.
- **WOW Big Ideas** will address the most urgent ideas - or hilarious interludes - throughout the day.
- **Workshops** led by artists and activists will run throughout the weekend.
- **Speed Mentoring** brings women and non-binary people together for short, transformative discussions.
- **Artistic installations** from Ina-Maria Shikongo and Tania Kovats will bring the space alive.
- **Pop Up performances** and events for people of all ages across the site including spoken word and dance.
- **Headliners Mel B, Sandi Toksvig and Jordan Stephens** take to the stage in high profile, separately ticketed evening events in the brand new Aviva Studios Hall.

Image: Installation view from Manchester International Festival 2023 exhibition 'Yayoi Kusama: You, Me and the Balloons' at Aviva Studios. Photo: David Levene



WOW Manchester will happen at scale:

- 10k** Expected live audiences
- 263k** Social media followers
- 8.75M** Social media reach
- 90,000+** Newsletter



Image: Indigenous leader Hindou Ibrahim and Former President of Ireland Mary Robinson have appeared at WOW many times speaking about the urgent need to involve women and girls in climate solutions.

Photo: Ellice Kurttz

How You Can Get Involved

WOW Marketplace

Taking over the Warehouse space at Aviva Studios, the WOW Marketplace is a dynamic showcase for diverse women and non-binary-led businesses and organisations curated by WOW, providing festival-goers with a chance to shop, learn and browse. Opportunities for stall-holders to join the marketplace are as follows:

- 1. Unfunded Community Group: £0 + VAT**
Women and non-binary focused Community groups that are not funded.
- 2. Funded Community Groups: 1 day £60 + VAT 2 days £100 + VAT**
Women and non-binary focussed Community Organisations that are funded.
- 3. Independent Greater Manchester Businesses: 1 day £80 + VAT 2 days £140 + VAT**
Businesses that operate autonomously and are not affiliated with larger corporations or chains. This category is only associated with businesses within Greater Manchester.
- 4. Not-for-Profit: 1 day £150 + VAT 2 days £280 + VAT**
Organisations that are not for profit - meaning that their activities are not for the financial benefit of any individual or board.
- 5. Public Sector: 1 day £250 + VAT 2 days £480 + VAT**
Public sectors include public goods and services such as education and healthcare.
- 6. Small Business: 1 day £250 + VAT 2 days £480 + VAT**
A small business is currently defined as one that does not have a turnover of more than £6.5million, a balance sheet total of more than £3.26 million and does not have more than 50 employees.



Image (right): A snapshot of the WOW London Marketplace

THANK YOU

We look forward to hearing from you.

Should you wish to hear more, please do get in touch.

Contact

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