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Social Networks assist to solve the global technology skills shortage

Women in technology all over the globe have used social networks like facebook and linkedin to join forces for a day. Their aim is to tell the world about what they do, how they make a difference, and   why they share a passion for innovation and technology. The woman behind the idea, Australian IT industry identity Sonja Bernhardt of ThoughtWare, says "Our aim is to use our shared power to help address the skills shortage that is holding back innovation all over the world. By smashing through the commonly held (mis)perceptions of women in technology and providing real world role models, we can create pathways to technology careers for younger generations and career changers."
In Antarctica role model (Roselin) shows how she manages the communications networks for Mawson Station (featuring a webcam for visitors to view).
In Africa visiting USA Role Model (Claudia) is delivering lessons on overcoming poverty using technology.
In Hawaii young award winning role model (Jamie) is working in data management for the US Navy (includes a video of the sun setting on 11 August in Hawaii).

In total 36 technology loving women from 27 countries came together to produce online, virtual resources for education and information including the "Doing IT Around the World Album Series" and the "August 11 - A Day in the Life of... Diary". The Albums and Diary are available for free download from www.passionit.info

Bernhardt says "We did not engineer the participants diversity it happened naturally as it does in the world of technology. The role models represent a wide diversity of women in technology industries with ages spanning from their 20's through to near retirement, their areas of technology passions span traditional information technology eg. CTO, software, hardware, support, consulting, sales and marketing services to communications, knowledge management, governance, data mining, open source advocacy, web design, graphic art, instrumentation design, configuration engineering, computational biology, microelectronics, molecular biology, research, geo spatial, educational, medical and legal technologists, and that's reality."

Role models were located via traditional networking and connecting via social networking sites (linkedin, plaxo and facebook). Linkedin.com proved to be a rich source of searching and securing role models.

Role model communication throughout the project was via traditional email, ecampaign tool (constantcontact.com),VOIP (skype) messaging and open source yabb bulletin board.

In summary Bernhardt concluded "we used the tools of our technology trade to make this project happen – and we're proud to say did it without any $ from sponsors!"

CONTACT DETAILS:
Sonja Bernhardt: sonjab@passionit.info + 61 (0)416 248 236, + 61 (0)7 5502 8236,
skype 'thoughtware'

Media representatives may contact role models directly to be provided their emails please
contact Sonja first.
The web site is www.passionit.info
Media room is www.passionit.info/media.php
FAQ is http://www.passionit.info/faqs/YaBB.pl?board=general