

Results of our Workshop YOUNG ZONTA GO – our Youth our Future

1 How do we get in contact with suitable young women?

- Go to Universities (GZC) and schools (Z)
- Ask awardees to join
- Collaborating with suitable networking associations
- Use visible and modern marketing tools
- Ask teachers and professors
- Go to sports clubs (football, Wendo and so forth)
- Give workshops in schools or universities – possible topics: abuse protection, rights in school, UNI regulations

2 What topics do young women find interesting?

- Climate Change
- Artificial intelligence (AI)
- Role models and mentoring
- Financial planning and taxes
- Networking
- Professional modern resources
- Concrete information about ZONTAs projects -what is really being done?

3 How can we be more attractive in Online and Offline platforms?

- Social media (facebook old school, INSTA!!)
- ZONTA should use more colour – be modernized colourwise
- Same with logo – the mahogany isn't really fresh
- In the clubs should be a digital team for posting attractive content
- Use of testimonials, role models
- Recommendation of ZONTA by a well known personality

4 How do we interest young women in ZONTA and get them to join our organisation?

- Be open minded and embrace new ideas
- Mentoring and support for the young ladies
- Assign concrete tasks or projects
- Upgrading the status of Young Zontians – they are members not a project
- Support in financing fees
- Meet role models
- Offer interesting workshops and coaching (Learn for life: Application training – How to appear convincing and use your voice)