



Tri-Cities Tech Firm, Finger Food, Hosts Discussion On Gender Equity & Industry Change With “Women Who Code”

VANCOUVER, BC, CANADA, June 28, 2017 /EINPresswire.com/ -- June 29, 2017 - VANCOUVER, B.C.— On June 22nd, award-winning technology innovation company, [Finger Food](#), partnered with [Women Who Code Vancouver](#) and [DigiBC](#) to host a free panel event on gender equity during the fourth industrial revolution at its 25,000 sq ft holographic design and development facility, The Holodeck™, in Port Coquitlam.

Over 100 women engineers and designers from across the Metro Vancouver area visited Finger Food's Holodeck™ on Thursday night to take part in mixed reality demos and listen to an inspiring, honest panel on the theme of gender equity in the tech industry. Topics ranged from career progression to the question of mentorship vs. sponsorship, male allies and the impact of the fourth industrial revolution on the future of coding, AI, and diversity in the workplace.

The panel was moderated by City of Vancouver, CTO, Jessie Adcock and included:

- Michelle Rocha, Software Developer, Finger Food
- Julia Taylor-Hell, Software Engineer, Microsoft
- Sandra Wear, Innovator, Entrepreneur | Director of Marketing & Communications at BC Innovation Council

“It is was so inspiring to see the Holodeck used as a backdrop for such an incredible event,” said Jessie Adcock. “We need leadership from growing companies like Finger Food to continue a dialogue committed to opening pathways for women to be more involved in our region’s innovation story. There is so much opportunity right now and we need to make it accessible for women. Events like this help connect women to local innovation and in doing so can serve to inspire and encourage more of them to become involved in the industry.”

“As the Interactive and Digital Media Industry Association in British Columbia, part of DigiBC's mandate is to ensure that our industry is diverse and inclusive. Games and entertainment should be created for everyone which means they have to be created by everyone. We are very proud to be able to support events such as Women Who Code at the Holodeck.” - Colleen Arndt: DigiBC, Events & Marketing

“You need a diversity of ideas, including gender diversity, to see true creativity and innovation happen. The fact that there is still a lot of disparity between the sexes is a huge problem,” said Finger Food CEO, Ryan Peterson. “It was our pleasure to host Women Who Code at The Holodeck for this important discussion. We were moved and inspired by the honesty of the panelists and guests, and we’re excited to continue our work to see real change happen in our communities.”

#

For more information about Finger Food, please contact: media@fingerfoodstudios.com or call 604-

About Women Who Code

Women Who Code (WWCode) is a global non-profit organization dedicated to inspiring women to excel in technology careers. We work to support this generation of technology professionals in being and becoming leaders and role models in the tech industry. The organization has grown to be one of the largest communities of women engineers in the world, garnering a membership of more than 50,000 people in 20 countries.

About Finger Food

Finger Food Studios is a world-class technology innovation company based in Port Coquitlam, BC. Finger Food helps global companies tackle complex problems with solutions that utilize holographic computing, AI and the Internet of Things. From our local community to global corporations, we are actively changing the way people interact with and use technology for the better.

Ember Newey
Finger Food Studios
6044750350
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.