



CASE STUDY

May 2021 - July 2021

She Gets Talking — Networking Event in Partnership with Virgin Money

In the summer of 2021, Pulse Social partnered with Virgin Money to host a series of online events called She Gets Talking, an online networking and seminar event for women in and around sport. Featuring keynote speakers Hilary Lissenden, Rosiemarie Wilson, Mei Chung and Jenny Tomei, the event brought women together to hear inspirational stories, share experiences and build connections at a time when the pandemic had made spaces to connect more important than ever.

She Gets Talking was part of the wider Pulse Social's She Gets Social campaign, championing women's participation in sport and ensuring women of all backgrounds have access to physical activity.

What Pulse Social delivered:

- A welcoming, women-only online space to network, listen and connect
- Inspirational keynote talks from women working in and around sport
- An inclusive, adaptable format — accessible to all, whatever their circumstances
- A supportive environment built around confidence, conversation and community





A participant and long-time supporter of Pulse Social's women's sessions shared:

"I've known Marlon and the team at Pulse Social for quite some time now. They are an amazingly dedicated and committed group. They put on online sports activities during a time when it was really important for people to have a physical and mental outlet. It has been a difficult time for many, many people, so it's really important that they put on these activities so people can have that space to breathe and to connect as well. I personally felt the benefits of attending some of these sessions physical and mental wellbeing is important to me. I like to keep myself fit and active; my own motto is 'use it or lose it'.

It's great that Marlon and Pulse Social are also raising greater awareness of sports for women and making sure women of all backgrounds have access to more sport and that there are more women in sport. I definitely recommend Pulse Social."

Why it matters

Women face real barriers to taking part in sport — from confidence to representation to access. Events like She Gets Talking create the connections and inspiration that help women overcome them, while Pulse Social's sessions give them a fun, pressure-free place to get active.

The impact

- A successful partnership with Virgin Money supporting women in sport
- Inspirational networking and learning for women across backgrounds
- Raised awareness of women's access to sport and physical activity
- Stronger community and connection during a difficult period

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