



She Means Business – a conversation for all IMEX in Frankfurt May 2023

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TUESDAY, 23 MAY	
<p>11:30 – 12:30</p> <p><i>Location:</i> Inspiration Hub, Ocean room, Hall 9</p>	<p>Road to net zero: Women as change makers</p> <p>Description The climate crisis is the world's biggest problem and achieving carbon neutrality it's most urgent priority. Since the (events) industry plays a pivotal role in a modern economy, it can significantly contribute to a faster transition to a carbon-neutral economy by investing in sustainable solutions and driving a change in mindset and behaviour. Women matter to shape these processes.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none">➤ Travel is responsible for a high proportion of Co2 emissions at events. How can this be reduced?➤ Get familiar with the Net Zero Carbon Events initiative and roadmap.➤ Understand what you can do as organization and individual to drive change. <p>Speakers: Mariam AlQubaisi, <i>Head of Sustainability & Business Excellence, Etihad Airways</i> Lisa Rheinheimer, <i>Project Coordinator, diversity / DB Fernverkehr AG</i> Kathleen Warden, <i>Director of Conference Sales, Scottish Events Campus (SEC)</i></p> <p>Moderator: Nalan Emre, <i>Founder & Managing Director, Natural Angle</i></p> <p>Session partner: CCH – Congress Center Hamburg</p>
<p>14:00 – 14:45</p> <p><i>Location:</i> Inspiration Hub, Research Pod, Hall 9</p>	<p>The Metaverse – a man's world? A talk: Sabine meets Christopher in the metaverse</p> <p>Description Where are the women interested in tech? The metaverse is about three-dimensional worlds of experience on the internet. With its potential to generate up to \$5 trillion in value by 2030, the <i>metaverse</i> McKinsey too <i>big</i> for companies to ignore (Mc Kinsey). The metaverse is still in the making and constantly changing due to new technologies, market development and expectations – of men and women.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none">➤ What is the metaverse and why does it matter for event professionals?➤ Why specifically women are highly attracted to experiences in 3D environments?➤ Learn about women holding key positions to take first steps into the metaverse. <p>Speakers: Sabine Reise, <i>Managing Director, Allseated GmbH</i> Christopher Werth, <i>Chief Metaverse Office, VOK DAMS Events GmbH</i></p> <p>Session partner: m:con – mannheim:congress GmbH</p>

<p>16:00 – 17:00</p> <p><i>Location:</i> tw booth, Hall 8, Stand no: G11o</p>	<p>PINK HOUR- Open invitation</p> <p>Traditional #pinkhour get-together at the booth of tw tagungswirtschaft.</p> <p>#Women celebrating women #We are politically incorrect, we wear pink accessories and leave men outside #Pink bubbly & pink cupcakes</p> <p>Hosts: tw tagungswirtschaft & NürnbergConvention, opening remarks by Carina Bauer</p> <p><i>Pink Hour sponsor: NürnbergConvention</i></p>
<p>WEDNESDAY, 24 MAY</p>	
<p>11:30 – 12:30</p> <p><i>Location:</i> Inspiration Hub, Ocean room, Hall 9</p>	<p>Ladies' choice: Women seek conversation with men about diversity and gender equality</p> <p>Description Gender parity is not recovering, according to the Global Gender Gap Report 2022 of the World Economic Forum. It will take another 132 years to close the global gender gap. When it comes to gender equality, women and men often talk about each other, but not with each other. In this interactive format two women invite two men to engage in discussion. Men are expressly invited. Women are kindly asked to bring a man with them (optional).</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Listen from each other and gain a better understanding for each other. ➤ Learn about misunderstandings and biases. ➤ Find out what individuals and organisations can accomplish together to achieve diversity and gender equality. <p>Speakers: Dr. Debbie Kristiansen, <i>General Manager, Exhibition World Bahrain</i> Kit Lykketoft, <i>Director of Convention, Wonderful Copenhagen</i></p> <p>Guests Ben Goedegebuure, <i>Enterprise VP, Global & Industry Presence, Maritz Global Events</i> Mathias Sondermann, <i>Head of Global Event Center of Excellence, SAP</i></p> <p>Moderator: Kerstin Wuensch, <i>Editor in chief, tw tagungswirtschaft - dfv Media Group and Co-founder of She Means Business</i></p> <p><i>Session sponsor: Abu Dhabi Convention & Exhibition Bureau</i></p>
<p>14:00 – 14:45</p> <p><i>Location:</i> Inspiration Hub, Campfire, Hall 9</p>	<p>Gen Z: Empower, nurture, grow</p> <p>Join a Gen Z, Millennial, Gen Y, Gen X and Baby Boomer to discuss the shift in working culture, managing Gen Z expectations, and creating valuable networks in the modern workplace. This session will give attendees insight through an intergenerational discussion on how to get the most out of your role and career in the events industry.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ How the workplace has fundamentally shifted and the impact on the next generation. ➤ Maximising the potential of intergenerational working relationships. ➤ Managing expectations of career growth and progressions. <p>Speaker: Fay Sharpe, <i>Founder, Fast Forward 15</i> Grace Louisy, <i>Head of Operation, Headbox</i> Hayley Nicholson, <i>Event Content Manager for Financial Services, Incisive Media</i> Megan Urwin, <i>Project Manager, First Event</i> Zoe Lucy, <i>Founder, weIMPLEMENT LTD</i></p>

THURSDAY, 25 MAY

11:00 –
12:00

Location:
Inspiration
Hub,
Ocean room,
Hall 9

Future skills: Women bridging the generation gap

Description

The OECD [Future of Education and Skills 2030](#) identifies three transformative competencies to shape a better future: creating new value, reconciling tensions, and taking responsibility. People need to learn new skills from and with each other and learn to adapt constantly and quickly to new demands. Four generations must work together and overcome the digital divide.

Learning outcomes:

- Learn about future (female) skills.
- Learn about expectations and experiences from Gen Z to baby boomers.
- Get to know different approaches from different regions of the world.

Speakers:

- **Bettina Allermann**, *Head of Hub CEE, Inspection Générale and ExCo member BNP Paribas Germany, BNP Paribas*
- **Lujaina Al Maskari**, *Business Events Executive, Oman Convention Bureau, Ministry of Heritage and Tourism*
- **Ping Liu**, *Founder, China Star Ltd*
- **Christina Strohschneider**, *Sales Manager, Austria Center Vienna*

Moderator: *Jessie States, Vice President MPI Academy*

Session sponsor: Stuttgart Convention Bureau