

She Means Business

A conversation for all



20-22.05.25
MESSE FRANKFURT
#IMEX25

TUESDAY, May 20

11:35am –
12:25pm

VISIBILITY LEADS TO SUCCESS – WOMEN SHOW UP

Co-created with European Women's Management Development

LOCATION:
Canyon Room,
Inspiration Hub,
Hall 9

The Brussels Declaration is a manifesto from the European Women's Management Development (EWMD) network on closing gender gaps. Women need to be visible at work because success, influence and career opportunities are all linked to visibility. Visible women are more likely to be considered for promotion and leadership. Visibility helps to break down prejudices and establish women as experts. Those who are seen are also heard.

Learning outcomes:

- ③ Learn how to be seen, heard and understood
- ③ Learn about the visibility of women in the international corporate world
- ③ C-suites: Understand how women can rise to the top

PANELISTS:

Tanju Cepheli, International President, EWMD; Head of Sales Pharma Solutions, BASF

Nadine Nembach, Brussels Declaration Lead, EWMD; Founder and CEO, N² Consulting & Training

Janet Winkler, Former Rhein-Main Board Member, EWMD; CEO, bunton GmbH

MODERATOR:

Dr. Stefanie Rummel, Rhein-Main Board Member EWMD; CEO, Expert for Voice & Soft Skills, Soft-Skill-Seminar

Session sponsor: Estrel Berlin

12:35 –
1:25pm

DEI UNDER PRESSURE: WHY GENDER BALANCE IS KEY

Co-created with Women in Exhibitions International & Women in Exhibitions DACH

LOCATION:
Canyon Room,
Inspiration Hub,
Hall 9

The exhibitions and events sector faces significant challenges in advancing diversity, equity and inclusion (DEI), and in promoting female leadership. Protectionist policies and restrictive immigration laws can hinder DEI, while demographic shifts can add further strain. And the rise of the gig economy, though offering flexibility, often leaves women in precarious roles with limited career progression opportunities. Initial industry research by Women in Exhibitions (WiE), in partnership with Clarasys, highlights systemic barriers to women's career advancement.

Learning outcomes:MOD

- ③ Increase your awareness of the DEI challenges facing the exhibitions and events industry
- ③ Gain insights from WiE industry research
- ③ Understand the systemic barriers to women's career advancement

PANELISTS:

Mieke Berkens, Chief Commercial Office, KOP

Claire Semple, Chief Talent & Inclusion Officer, Informa plc

Heiko Stutzinger, CEO, Hamburg Messe and Congress GmbH

MODERATOR:

Sonia Thomas, Coach and Consultant, Lecturer, VP WiE International

Session sponsor: Hamburg Messe und Congress

4 – 5pm

PINK HOUR

LOCATION:
tw booth,
Hall 8

#pinkhour get-together

#Women celebrating women

#Pink bubbly and pink cupcakes

Hosts: tw tagungswirtschaft

Opening remarks from **Carina Bauer**, CEO, IMEX Group

WEDNESDAY, May 21

11:35am –
12:25pm

LOCATION:
Canyon Room,
Inspiration Hub,
Hall 9

FROM CAREGIVER TO CHANGEMAKER: HOW CARE WORK FUELS LEADERSHIP POTENTIAL

Co-created with Women in Events DACH

Reconciling work and family life poses challenges for many – not just in the event industry. Caring for children, elderly relatives or spouses continues to create gender inequality. Far too often, the lion's share of care work falls to women – at the expense of their own careers. The gender pay gap, gender care gap and gender pension gap cause a vicious circle that is difficult to break. At the same time, care work requires a broad skillset that is of great value in a professional environment – especially in leadership positions.

Learning outcomes:

- ③ Understand the impact of care work on gender equality
- ③ Recognize the transferable skills of care work
- ③ Gain strategies for promoting equality and inclusion

PANELISTS:

Stephanie Murray, Head of Marketing & Communications, ICC Belfast

Tobias Lovelace, Senior Expert Sponsoring & Event Marketing Int, Lidl International

Lori Pugh, Vice President, MPI Academy

MODERATOR:

Katharina Path, President, Women in Events DACH; Marketing Manager Conventions, Frankfurt Convention Bureau

Session sponsor: Nürnberg Convention

THURSDAY, May 22

11:05 –
11:55am

LOCATION:
Canyon Room,
Inspiration Hub,
Hall 9

DEFENDING WOMEN'S RIGHTS: FEMALE NETWORKS MATTER

Co-created with Women in Eventbusiness

Professional female networks play a crucial role in women's career advancement. With a shift to right-wing governments, there is a danger that women's rights could be limited (in the US leading corporations are abolishing their Gender Diversity and Inclusion departments). Women need to join forces and network. How important are female networks for women personally? What can we achieve together?

Learning outcomes:

- ③ Understand that networking is an investment in personal and professional development
- ③ Learn how collaboration leads to more success rather than more competition
- ③ Hear how female networks provide a safe and supportive environment

PANELISTS:

Sybil Franke, Managing Director, Velomax Berlin Hallenbetriebs GmbH

Socorro Morake, Senior Manager, MICE Destination Development, Ras Al Khaimah Tourism Development Authority; Vice President, SITE Arabia

Prof. Dr. Mandy Risch-Kerst, Lawyer, EVENTLawyers

MODERATOR:

Marion Schöne, CEO, Olympiapark München GmbH