

She Means Business

A conversation for all



14-16.05.24
MESSE FRANKFURT

#IMEX24



With special thanks to our partners

TUESDAY, MAY 14

11:30 am -
12:30 pm

AI: WOMEN UNLOCK NEW DIMENSIONS

Description

Location:
Ocean Room,
Inspiration Hub,
Hall 9

AI can empower event planners with data-driven insights, streamline processes, and enhance attendee experiences. By actively engaging with AI, women in the events industry can pave the way to more inclusive and forward-thinking events that cater to diverse audiences in an increasingly digital age. Men are expressly invited.

Learning outcomes:

- 🕒 Learn how AI is changing our lives, society, work and events
- 🕒 Learn why teams using AI need to embrace diversity for inclusive AI
- 🕒 Learn how AI can support you in planning events

SPEAKERS:

Felicia Asiedu, Marketing Director, Cvent, Co-Founder, Diverse Speaker Bureau

Sina Bünthe, Hybrid and Digital Events Expert, IUCN

Tabea Glindemann, Intelligence Architect, Birds on Mars

MODERATOR:

Jessie States, CMP, CMM, Vice President, MPI Academy

Session sponsor: CCH – Congress Center Hamburg

3:00 - 3:45 pm

EQUAL PAY FOR EQUAL WORK: WOMEN NEED TO NEGOTIATE

Description

Location:
Ocean Room,
Inspiration Hub,
Hall 9

The Nobel Prize in Economic Sciences 2023 was awarded to Claudia Goldin “for having advanced our understanding of women’s labor market outcomes”. Equal pay for equal work is one of the EU’s founding principles yet the gender pay gap in the EU stood at 12.7 % in 2021 and has only changed minimally over the last decade. In 2023, for every €1 that a man earns, a woman will earn 87 cents. Women need to negotiate (better). Men are expressly invited.

Learning outcomes:

- 🕒 Identify the figures and reasons for the gender pay gap
- 🕒 Define why equal pay for women and men attracts female talent
- 🕒 Explore how to negotiate better

SPEAKERS:

Regina Mehler, Founder, 1st ROW & Women Speaker Foundation

Fay Sharpe, Founder, FastFoward15

MODERATOR:

Pia Such, Event Manager, Blue Scope Berlin GmbH

4:00–
5:00 pm

PINK HOUR- OPEN INVITATION (FEMALE ONLY)

TRADITIONAL #PINKHOUR GET-TOGETHER

Location:
tw booth,
No: G510
Hall 8

Women celebrating women. Wear pink accessories and come for pink bubbly and cupcakes.

HOSTS:

tw tagungswirtschaft and Messe Stuttgart

Pink Hour sponsor: Messe Stuttgart

WEDNESDAY, MAY 15

11:30 am –
12:30 pm

LADIES' CHOICE: WOMEN SEEK CONVERSATION WITH MEN ABOUT DIVERSITY AND GENDEREQUALITY

Location:
Ocean Room,
Inspiration Hub,
Hall 9

Description

Gender equality has recovered globally to pre-Covid-19 levels, but the pace of change is stagnating as crises slow progress, according to the World Economic Forum in its Global Gender Gap Report 2023. When talking about gender equality, women and men often talk about each other, but not with each other. Your vote will decide which aspects of gender equality the panel discusses. Men are expressly invited.

Learning outcomes:

- 🕒 Talk to and gain a better understanding for each other
- 🕒 Explore misunderstandings and biases between women and men
- 🕒 Formulate what we can accomplish together to achieve diversity and gender equality

SPEAKERS:

Oana Cipca, Senior Business Development Manager, MECC Maastricht, Founder, Women in Exhibitions International

Neil Heinisch, Co-Founder & CEO, PlaytheHype, HypeMakers

Inge Huijbrechts, Global Senior Vice President Sustainability Security and Corporate Communication, Radisson Hotel Group

Wolfgang Marzin, President and CEO, Messe Frankfurt

MODERATOR:

Karin Ruppert, Chairwoman She Means Community

Session sponsor: NürnbergConvention

THURSDAY, MAY 16

11:30 am –
12:30 pm

CLIMATE CHANGE: WOMEN FIGHTING CARBON EMISSIONS

Location:
Ocean Room,
Inspiration Hub,
Hall 9

Description

In the "Emissions Gap Report 2023: Broken Record", the United Nations Environment Program (UNEP) warns: "The international community is heading for dangerous global warming of 2.9 degrees Celsius by 2030 under its current climate protection commitments." CO2 emissions must be reduced and the events industry has an important role to play. Men are expressly invited.

Learning outcomes:

- 🕒 Describe what climate protection and adaption mean and how climate-adapted events work
- 🕒 Correlate major events with a signaling effect
- 🕒 Explore sustainable initiatives in the events industry

SPEAKERS:

Samantha Glass, Director of Corporate Affairs, Communication and Sustainability, International Convention Centre Sydney

Claudia Krause, Head of CSR & Account Director, VOK DAMS Group

Prof. Dr Kim Werner, Professor of Event Management, Hochschule Osnabrueck

MODERATOR:

Kerstin Wuensch, Editor-in-Chief, tw tagungswirtschaft – dfv Mediengruppe