

AGENDA

DAY ONE: WEDNESDAY, NOVEMBER 23RD 2011

08:00 - 09:00 **Registration and welcome refreshments**

09:00 - 09:05 **Welcome address by naseba**

09:05 - 09:10 **Opening address by the Guest of Honour**



Dr Mouza Ghubash
Chairwoman, **Shamsa Bint Suhail Award for Creative Women**
Director, **Rewaq Cultural Center**

09:10 - 09:55 **WIL Achievement Awards 2011 ceremony sponsored by: Monster.com**



Awards hosted by:
Carole Spiers
Chief Executive Officer
Carole Spiers Group



Special address by:
Sanjay Modi
Managing Director, India / Middle East / Southeast Asia
Monster.com

Meet the winners of the WIL Achievement Awards 2011

09:55 - 10:00 **Introductory remarks by the Conference chairperson**



Hermoine Macura
TV Anchor
Emirates News - Dubai One TV

The WIL effect: 3 perspectives of leadership that produce prominent women in business

Viewpoint 1: Inspire

What is the secret to creating, developing and producing a greater number of leading women in business? Historically businesses have operated a 'carrots' and 'sticks' approach to get performance out of people. Today, we need to become leaders who inspire performance in people.

Viewpoint 2: Innovate

It is said that inactive leadership gets you nowhere, reactive leadership gets you in trouble, and overactive leadership gets you lost. Proactive leadership however, puts you in pole position every time. Leadership (and its battle field) is never static, and the ability to learn, adapt and innovate is key for the most successful women in business.

Viewpoint 3: Influence

A great number of global authorities argue that leadership is nothing more than 'trusted influence'. This year's forum moves beyond merely defining a leader, to exploring the ability of a leader to influence others - those considered followers and those outside that space. You cannot have complete control over culture, society, politics and the working environment, but you can strive to influence them.

Session 1 Inspire

10:00 - 10:25 **Special address:**
Engaging and empowering women in business and the economy



VIP Guest Speaker:
Her Excellency Datin Paduka Seri Rosmah Mansor
Wife of the Prime Minister of Malaysia and Patron of the 2nd Women in Leadership Forum Asia 2012

10:25 - 10:50 **Keynote address:**
Beyond the glass ceiling - transforming barriers into opportunities

It is a known fact that in many international development and corporate circles, a glass ceiling exists together with a plethora of barriers that prevent women progressing towards equity and economic stability. This is evident whether in a corporate setting for educated women working in the world's affluent Fortune 500 companies, or in the realm of the labour market, where a significant majority of the world's women are employed.

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This discussion aims to identify the types of challenges women face in search of progress in a rural and urban setting, in the office and the labour market - all the way up to the board room. By comparing and contrasting these challenges and the economic barriers involved, a case will be made for how leadership and empowerment opportunities for women can transform the hierarchies of oppression that women have faced over many decades.

Considering the different types of barriers to women's economic empowerment, this keynote focuses on strategies for increasing opportunities for women. These include the role of the civil society, international organisations such as the UN, the state and women's groups in transforming the negative into positive through grassroots and higher level strategies for women's advancement in the economic sphere.



Speaker:

Almas Jiwani

President, **United Nations Gender Equality & Empowerment of Women**
CEO and President, **Frontier Canada Inc**

10:50 - 11:15

Keynote address:

Empowering women through inclusive business models

The welfare of communities in the developing world is heavily influenced by the welfare of women in those communities. Women contribute disproportionately to their communities, in terms of the labour force, growth of food, and contributions towards key pillars of the community such as education and healthcare. Yet women are the least able economically to make the vital contributions necessary to keep their communities growing.

There is overwhelming evidence that partnerships between public, private and development sectors are integral to successful economic mainstreaming of women as part of the developing world's economic growth story. Indeed, the futures of large corporations and the communities they serve are inextricably linked. It is essential for these corporations to rethink their business models and ensure they take into account the development and growth of the local communities and in particular, the economic empowerment of women in these communities.

This keynote demonstrates how by partnering with the public, private and development sectors, large companies such as Coca-Cola are uniquely positioned (and indeed obligated) to leverage their extensive distribution system and value chain to economically empower and enable women in local communities. It also shows how to do this in a way that benefits the long term interests of the communities in which they operate.

You hear specific examples of how women are being economically empowered by large businesses today, and how these efforts can be improved in the future. You see the benefits of such initiatives to women, their communities and the corporates and public institutions that support them. The specific needs of women entrepreneurs - and how the private and public sectors can work together to provide women with the resources they need to attain economic empowerment - are also discussed.



Speaker:

Susan Mboya PhD

Group Director, Eurasia Africa Group for Women's Economic Empowerment
The Coca-Cola Company

11:15 - 11:45

Coke refreshment break

11:45 - 12:10

Keynote address:

Reflections on leadership

To be a leader in today's business landscape requires the cooperation and collaboration of women on a professional and personal level. To become a role model for future leaders is a privilege. As an Emirati woman who has developed a career in a highly male-dominated industry, I share my reflections on my own professional journey and lessons learned along the way - in the hope it will shed light on the current status and future opportunities of aspiring businesswomen.

Key points I would like to address include:

- The current business landscape and opportunities for women to excel in 'a man's world'
- Reflections on my experience in both the private and public sector
- The impact of business, culture and society on leadership opportunities for Arab women today
- Lessons learned and advice for future leaders



Speaker:

Her Excellency Fatima Al Jaber

Chairperson, **Abu Dhabi Business Women Council**
Chief Operating Officer, **Al Jaber Group**

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12:10 - 12:35

Keynote address:

The universe and my shower curtain

I grew up surrounded by stunning dunes, camels and even baby snakes on our balcony. Two decades pass and a giant city grows, making the past seem surreal - and with it comes energy, confusion, love, inspiration, fear and ambition. My 33 years in the UAE have turned me into an observer, seeking opportunities in challenging situations. As the UAE took bold strides on the global stage - I was taking my own. With growth came thousands of stories that I would love to share with the world.

Speaker:



Nayla Al Khaja

Chief Executive Officer

D-SEVEN Motion Pictures and D-SEVEN FZ LLC

12:35 - 13:30

Panel discussion hosted by: Barclays

The economic impact of women entrepreneurs

Women entrepreneurs make an important contribution to the development of the world economy, particularly in low and middle-income countries. Across the world, more and more women are seeking economic opportunity and self-determination through enterprise creation.

Today, momentum towards a free market economy and growing advocacy for the empowerment of women in Arab countries has led to an increase in the contributions of women entrepreneurs in Arab economies. The growing influence of this underutilised resource has given rise to many women entrepreneurs - even in the most conservative Arab countries.

The Barclays Wealth panel aims to discuss how women entrepreneurship has evolved in the Arab world over the past few years - and its progress and development. The panel aims to showcase examples of successful women entrepreneurs who will talk about their own experience, and discuss broader issues and topics about women entrepreneurs.

Moderator:



Soha Nashaat

Senior Advisor and Board Member

Barclays Bank (Suisse)

Panelists:



Alia Moubayed

Director and Senior Economist Middle East and North Africa

Barclays Capital



Rasha Nashat Hassani

Founding Partner and Chairman

Landmark Properties LLC



Nadia Al Dossary

Chief Executive Officer

Al-Sale Eastern Co. Ltd



Salam Saadeh

Founder & Chief Executive Officer

Active-M Investments LLC

13:30 - 14:30

Networking lunch hosted by: Barclays

14:30 - 15:15

Panel discussion:

Womonomics 101: Leveraging your value in the workplace

Womonomics - the future of the 21st century economy lies in the hands of women. Studies have shown women are performing better in school and university than men, and that they are the catalyst of a nation's growth.

This panel discussion addresses how corporations directly benefit from women in the workforce -especially women leaders.

Viewpoint one: Higher trend growth

How and to what extent does the increase of women in the workforce (and in leadership roles) improve the financial performance, productivity and employment appeal of a company? What is the added value of women in the workplace?

Viewpoint two: What women want

What are women looking for in an organisation when considering their long term career plans? Understand what they need and explore the reasons why they leave.

Viewpoint three: Retaining women talent

How can you keep your women employees and benefit from their added value? Should specific policies and processes be put in place to help retain women talent?



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Moderator:
Carole Spiers
Chief Executive Officer
Carole Spiers Group



Panelists:
Deepali Bagati PhD
Senior Advisor
Catalyst.org



Sanjay Modi
Managing Director India / Middle East / Southeast Asia
Monster.com



Belinda Scott
Snr Manager Corporate Sustainability and Responsibility
Business Planning and Strategy, NBAD



Dr Hussein El Kazzaz
Managing Director
SKOPOS Consulting

15:15 - 16:00 **Panel discussion:**
External support services and strengthening your network

How are the government, business councils and other organisations actively supporting the Middle East's women in business? Understanding the importance of networking and connecting with key advocates can help take your career or new business venture to new heights.

Viewpoint one: Government
Viewpoint two: Business councils
Viewpoint three: Women's networks
Viewpoint four: Training and development



Moderator:
Hermoine Macura
TV Anchor
Emirates News - Dubai One TV



Panelists:
Azza Al Qubaisi
Vice Chairperson
Abu Dhabi Business Women Council



Sarah Wadi
Head of Business Development and Marketing
Business Banking Group (SME), NBAD



Maha Albaghli
President
Business & Professional Women (BPW-Kuwait)



Buthaina Al Ansari
Founder and Chairperson
Qatariat.org

16:00 - 16:30 **Coke refreshment break**

18:30 - 20:00 **Registration for the Shamsa Bint Suhail Award for Creative Women**
The Emirates Palace Auditorium

20:00 - 22:30 **Shamsa Bint Suhail Award for Creative Women ceremony and gala dinner**

*Awards ceremony hosted at the Emirates Palace Auditorium

*Gala dinner hosted at the Palace Courtyard

*By private invitation only. Dress code: Formal attire

AGENDA

DAY TWO: THURSDAY, NOVEMBER 24TH 2011

08:30 - 09:00 Registration and welcome refreshments

09:00 - 09:05 Opening remarks by the Conference Chairperson



Eithne Treanor
Founder and Managing Director
E Treanor Media

Session 2 Innovate

**09:05 - 10:00 Panel discussion:
The changing face of leadership in the Middle East: Where we were, are and will be**

Working women in the GCC do not face the same opportunities and experiences as their counterparts in the West. Reflecting on the progress of professional women in the Middle East and understanding the key factors impacting your work environment is important to your future success. This session reveals the unique personal and life challenges affecting the professional prospects of Arab and expat women.

Viewpoint one: Culture, society and their impact on the business landscape

The Arab world is in the midst of great transformation and change. Balancing aspirations and professional drive with culture, tradition and societal norms is a constant challenge for women in the region. What role does culture and society play in influencing your career ambitions? How will they impact future opportunities for women in business?

Viewpoint two: Local talent

With studies showing Arab women outperforming their male counterparts at school and university, why is the same growth in management roles not being realised? Explore the future vision of women in the region and discuss their changing role in the local economy and society.

Viewpoint three: International expertise

Expat women represent a significant portion the women's workforce in the Middle East, contributing their international experience to the local business scene. What challenges, environment and opportunities do they encounter? If there was an 'expat woman's guide to working in the Middle East' what would it say?

Moderator:
Nisreen Sadek
Head of News
Alaan TV



Panelists:
Dr Mouza Ghubash
Chairwoman, **Shamsa Bint Suhail Award for Creative Women**
Director, **Rewaqa Cultural Center**



Nasif Kayed
General Manager
Sheikh Mohammed Centre for Cultural Understanding



Zina Kyriakos
Senior Business Degree Lecturer, **Australian College of Kuwait**
MENA Regional Representative, **ISM**



Dr Hussein El Kazzaz
Managing Director
SKOPOS Consulting



Dr Elissar Sarrouh
Resident Representative, **United Nations Development Programme**
Resident Coordinator, **United Nations**



**10:30 - 11:00 Keynote address:
The impact of innovation on company competitiveness: Are women the key?**

Studies clearly show that innovation is a key factor in ensuring an organisation's competitive advantage. Evidence shows that more corporations are emphasising the importance of innovation combined with the creativity of their female employees.

What does innovation mean to you? Why do experts argue that women are the key to innovation, job creation and impacting the economy?

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Speaker:

Cheryl Snead

President and Chief Executive Officer, **Banneker Industries**
Member of the Board of Directors, **Women's Business Enterprise National Council (WBENC)**

11:00 - 11:45

Panel discussion:

Women breaking barriers in men-only environments

In the Middle East, there are countless industries and professions still typically dominated by men. This session features a group of inspiring women who have conquered these arenas. Innovation is not exclusive to new products, systems or technologies - these women are innovating their spaces, changing the working environment and evolving societies.



Moderator:

Nashwa Al Ruwaini

Founder and Chief Executive Officer
Pyramedia



Panelists:

Ghaniyah bin Dhaeer Al Yafei

EOR Strategic Advisor
ADCO



Prof Datuk Dr Mazlan Othman

Deputy Director-General, **United Nations Office at Vienna (UNOV)**
Director, Office for Outer Space Affairs (OOSA), **United Nation**



Dr Jin Kyu Robertson

Chief Executive Officer
The Hope Research Centre



Aida Al Busaidy

Planning, Internal and Online Manager
Masdar

11:45 - 12:00

Networking coffee break sponsored by: SKOPOS Consulting

Session 3

Influence

12:00 - 12:45

Panel discussion:

Just between us men...

Most industry leaders are normally male majority. There are examples however, of industries who understand the benefits of gender neutrality and capitalise on female talent. Such industries include healthcare, communications and entertainment.

This panel features men at the top of their careers and highlights the male perspective on women in their industry.

Viewpoint one: What men want

In order to influence the men at the top, a more honest understanding of their goals, objectives and vision is needed. How are successful men affected by women in industry?

Viewpoint two: Less talk - more action

Listen to men who recognise the value women add to industry and ultimately how women are just as important as men in taking action and getting results?

Viewpoint three: It's all about the ROI

What are the results of engaging women within industry? Why should men embrace women in their field and understand the ultimate financial reward in their field?



Moderator:

Steve Halligan

Founder and Managing Director
The Core Group



Panelists:

Lex Heslin

President and Chief Executive Officer
Beautiful Earth Group



Ziad Makhzoumi

Chief Finance Officer
Arabtec Holding PJSC



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Rory Gilbert
Managing Director and Head of Middle East and North Africa
Barclays Wealth



Stephan Schwarz
Group Vice President-Corporate Communications
TAQA

12:45 - 13:15

Keynote address:
Inspire, innovate and influence through impact and awareness: What women need to know about media

The media has played a crucial role in raising awareness of the experiences of working women in the Middle East. Traditionally men have been the 'face' of a company, however more leading businesswomen are being featured in the public media sphere.

This session takes a closer look at how women leaders can work more closely with local, regional and international media.

Speaker:
Eithne Treanor
Founder and Managing Director
E Treanor Media



13:15 - 14:00

Panel discussion:
Boardroom confidential: What's next once I've reached the top?

When women reach the highest position in an organisation, where do they go next? Leadership does not end with promotion. This panel examines the leadership life cycle and identifies key areas of continued growth, development and responsibility.

Viewpoint one: Effective leadership
There is no 'one-size-fits-all' recipe for effective leadership. What you can do is focus on optimising your individual performance and organisational impact, and understand the needs of both the company and individuals. Create your vision, communicate your strategy and exercise sound judgment.

Viewpoint two: Knowledge transfer
Leadership is not about being great, but rather developing great people. Leadership does not stop at the top, and knowledge transfer is key to identifying the leaders of tomorrow. Discover the value of continued education, training and development of your future leaders.

Viewpoint three: Social entrepreneurship
With great power comes great responsibility. Leadership at the top goes beyond your company or organisation. Mentorship outside the office walls and influencing your environment is imperative for the continued growth of leading women in business. Discover alternative ways in which your contribution can make a difference in supporting leaders of the future.

Moderator:
Gerry Cryer
Executive Director
Nextera



Panelists:
Maali Alasousi
Chairwoman
Tamkeen for Development



Susan Mboya
Group Director, Eurasia Africa Group for Women's Economic Empowerment
The Coca-Cola Company



Yasmina Azhari
Vice President, **TCO Maersk Line Shipping Service**
Founder, **MAWRED**



Dr Julia Sperling
Partner
Mckinsey&Company



14:00 - 15:00

Networking lunch

AGENDA

15:00 - 16:00 **Development workshop session one**

Practical application workshop sessions focused on a specific topic or theme. Participants are given the opportunity to select their workshop of choice and take part in a highly interactive session delivering practical application and skill development.

Workshop A

Led by: SKOPOS Consulting

Value-driven leadership

The values and beliefs of a leader are instrumental in determining the culture of an organisation, and an organisation's culture is instrumental in driving its performance. Thus, the leader's personality, values and beliefs are a significant influence on the performance of an organisation, or any group of individuals that share a common identity.

The most successful cultures are value-driven, vision-guided and embrace the values of 'adaptability' and 'continuous renewal.' They care about and embrace all stakeholders equally.

Workshop leaders:

Ahmed El Nashar

Management Consultant

SKOPOS Consulting



Marwa Farouq Al-Hefnawi

Organisational Development Consultant

SKOPOS Consulting



Workshop B

Led by: Carole Spiers Group

Show stress who's boss!: 4 proven steps to beat your stress today!

This workshop is for everyone - from an individual who needs to effectively manage their own stress, to a manager, supervisor or team leader who has to deal quickly with any stress-related problems in the workplace. Carole delivers practical answers to the many questions you all have about managing stress to achieve a healthy work-life balance.

This presentation is full of tips and strategies, that will leave you feeling confident that you can handle stress in a way that will not only deal with the effects of excessive pressure on personal performance and relationships, but also with the root of the problem.

'Show stress who's boss!' is a motivational workshop to equip you with all the skills, tools and techniques to help reduce stress.

Workshop leader:

Carole Spiers

Chief Executive Officer

Carole Spiers Group



Workshop C

Led by: Ernst & Young

Nature or nurture? Decoding the DNA of the entrepreneur

Now more than ever before entrepreneurship is seen as a major source of economic growth and job creation. But what makes up an entrepreneurial mindset? This question is echoed in boardrooms around the world, with many chief executives keen to encourage internal entrepreneurial thinking and innovation as a way to reinvent their business and stay ahead of the competition. Ernst & Young has surveyed almost 700 entrepreneurial business leaders from around the world to gain insight into the minds of today's most successful entrepreneurial leaders to discover what makes them so successful.

Ginnie Carlier and Tom Kingsley take you through some of the insights from the research and introduce two local entrepreneurs who tell their own story of how they became leaders in their fields. The session is designed to be interactive and you will have plenty of opportunity to ask questions about the Ernst & Young research and also the entrepreneurs themselves.

Workshop leaders:

Ginnie Carlier is an Assurance Partner with Ernst & Young in the Middle East, based in Dubai. She is the Diversity and Inclusiveness Leader for MENA and has been with the firm for 17 years, the last five as a partner.



Tom Kingsley is Ernst & Young's Marketing Director for the MENA region. He joined the firm just over a year ago, having previously spent 12 years working with international law firms - and before that six years in market research.



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Workshop D

Led by: National Bank of Abu Dhabi

Success in chaos - play to experience how financial markets work!

Unleash the financial trader in you! Markets this year have seen a tremendous increase in volatility. At National Bank of Abu Dhabi (NBAD) we strive to remove the mystery behind the cloak that is the market, to help all clearly see the domain in which they trade. We do this by having a strong support system for our clients, and also demystifying the markets.

A method of doing this, which has been widely well received, has been the 'market pit trading simulation.' This places the candidate in a market frenzy and through a journey of market volatility. Through this, the true inner workings of the market are revealed and experienced first-hand. Participants experience the rush and excitement of being a real life trader in the financial markets, and better understand the complexities of markets.

Workshop leader:



Omar Al-Shamsi

Portfolio Manager- MENA Equities

National Bank of Abu Dhabi



Dr Mariah Khan

Head of VELVET, Private Banking for Women, Private Banking-Northern Emirates

National Bank of Abu Dhabi

16:00 - 16:15 Networking coffee break sponsored by: SKOPOS Consulting

16:15 - 17:15 Development workshop session two

Practical application workshop sessions focused on a specific topic or theme. Participants are given the opportunity to select their workshop of choice and take part in a highly interactive session delivering practical application and skill development.

Workshop A

Led by: SKOPOS Consulting

Value-driven leadership

The values and beliefs of a leader are instrumental in determining the culture of an organisation, and an organisation's culture is instrumental in driving its performance. Thus, the leader's personality, values and beliefs are a significant influence on the performance of an organisation, or any group of individuals that share a common identity.

The most successful cultures are value-driven, vision-guided and embrace the values of 'adaptability' and 'continuous renewal.' They care about and embrace all stakeholders equally.



Workshop leaders:

Ahmed El Nashar

Management Consultant

SKOPOS Consulting



Marwa Farouq Al-Hefnawi

Organisational Development Consultant

SKOPOS Consulting

Workshop B

Led by: AFBFX

Lead your success in Forex Investment

- Introduction to Forex
- Why Forex is so popular
- Woman and Forex
- About AFBFX
- Why choose AFBFX as your Forex partner?



Workshop leader:

Rami Ghaleb Abu-Dra'a

Chief Technical Analyst

AFBFX

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Workshop C

Led by: Nextera

Being a better leader. How executive mentoring and coaching can take leadership to the next level.

Among the hardest roles to fill are those at the top of an organisation. We sometimes feel insufficiently trained to move from staff to management and ultimate leadership. We have to learn as we go along and maybe mistakes are inevitable. Under pressure, we don't always have time to fully adapt and so indecision and personal angst can often be the norm. At these times we look for advice and counsel, but it is often inappropriate to share these concerns with colleagues and staff and you are left alone to face and reach decisions. Leaders are expected to manage, train and support their staff and organisation. But who is there to support the leaders?

Executive mentoring and coaching is designed to support women executives to become more effective both inside and outside the organisation - and so improve both their career and personal development.

Gerry Cryer guides you through a session to help senior executives identify their individual needs for executive coaching. Uncover the benefits for both the individual and corporation and unlock the secrets of distinguishing good leaders from the great.



Workshop leader:

Gerry Cryer

Executive Director

Nextera

17:15 - 18:00

Final remarks and closing ceremony

A gift before parting...

We all know that to succeed in any walk of life takes a number of things. Firstly we must have some form of skill or talent, work hard and in most cases, we need to have a little good fortune. But there is one thing we all need to succeed – a positive attitude. When life's difficulties begin to get you down we need to draw on our inner strength to overcome the challenges and obstacles that seem to clutter the path.

Eight minutes a day to re-wire your brain!

Although we all realise how important the right mental attitude is, very few of us can maintain a positive approach all the time. Recent research into how the brain works has shown us that in just eight minutes a day, we can all start to re-programme our minds so the old unhelpful attitudes and beliefs disappear - and are replaced with new positive and empowering ones.

As a close to the conference, we will spend 45 minutes showing you this technique and getting you started on the road to more positive thinking, improved mental energy and strength - and the belief in your own abilities to help you reach and exceed your goals and dreams.



Session leader:

Steve Halligan

Founder and Managing Director

The Core Group

18:00

End of the event