

Accelerate!

European Conference:
*“Women in Media - Amplifying the
Voice of Female Experts”*

Friday, 8 April 2016 | 9:00 - 16:30

**Flagey Building Place Sainte-Croix,
1050 Brussels**

This one-day conference organised by the [Sofia Foundation](#) on 8 April in Brussels gathers researchers, decision and opinion-makers, and women professionals from behind the news on-air, and in print. Our conference narrative: we need a greater variety of experts in the information media, and in public debates. We need diverse voices to help the media remain relevant for their multiple audiences. We need more smart women taking the stage, bringing fresh perspectives to the news, thus contributing to the way we see today's complex world.

CONCEPT

In the 21st century women are represented in a wide range of disciplines and industries, including the traditionally male-dominated ones. However, the voices of expert women are still largely underrepresented in the media. Women still only make up 24% of the persons heard, read about or seen in newspaper, television and radio news («Global Media Monitoring Report. 2015 Edition»).

Why is it important to have a diversity of voices, of 'expert' voices? How does this impact on our view of the world, which is being shaped and moulded by media content? Significant research from the European Institute for Gender Equality in Vilnius (2013) suggests that lack of exposure of women as subject matter experts to the media contributes to perpetuating stereotypes about their competencies in decision-making roles and in economic governance. And worse: the 'stereotype threat' can be responsible for knocking the self-confidence of women, damaging their ambition.

Our conference blends insights into recent research with hands-on sessions. You will explore the reasons for gender imbalance in the media with research professionals and journalists, and how this perpetuates gender stereotyping. You will learn how to spot 21st century topics and emerging trends in a unique business breakout session. You will discover new ways to position yourself as an expert, and how to create an impact once «on stage», in two «Women & Media» workshops designed for you by seasoned media professionals. And at the end of the day, you will feel ready to step forth, and shape the debates that determine our 21st century!

Accelerate!

PRACTICAL INFORMATION

REGISTRATION

Early bird fee: 45 Euros
Until 25 March
Fee: 90 Euro

Members of
PWI Brussels, PWN Global and Cercle Olympe: 38 Euros

TO COMPLETE THE REGISTRATION FORM
please, [click here](#):

Free access to the Panel debate

The registration fee includes:

- 1 Breakout session
- 2 Workshops
- Coffee drinks
and lunch buffet

CONFERENCE VENUE

Flagey Building Place Sainte-Croix/Heilig-Kruisplein, 1050 Brussels ([See map](#))

All sessions are run in English (no simultaneous interpretation provided).

 [@sofiafoundation](#) | [#womeninmedia](#)

MORE INFORMATION:

For more information visit: <http://www.sofia-accelerate.eu>

Please, send an email to: isabel.cortina@sofiafoundation.org

MORNING SESSION

8:30 Registration

9:00 Welcome introduction

Conference facilitators:

CLAUDIA RITTER, President of the Sofia Foundation, Brussels

TAMARA SANNE, Managing director at Sparx Factory, Brussels

9:15 - 10:45 **Panel: Who makes the news?** How the information media perpetuate gender stereotypes. And why we need fresh perspectives and diverse voices in today's multidimensional world.

MIRA BANERJEE, Head of Communications and Knowledge Management Unit, (European Institute for Gender Equality), Vilnius

VALÉRIE TANDEAU DE MARSAC, President of VoxFemina, Paris

SANGEETHA SHINDE, Managing editor for The Business Incubator, Brussels

ANNETTE YOUNG, Journalist and news presenter for France 24 Television, Paris

ESZTER ZALAN, Journalist for the EU Observer, Brussels

CHERYL D. MILLER, Executive director of the Digital Leadership Institute, Brussels

10:45 - 11:45 *Coffee Break*

11:15 - 12:45 **Business Breakout Session: 21st century topics - Where women will take the lead in shaping debates.** A unique breakout session "Getting hands on the future". Discover how to identify the trends, driving forces, emerging breakthroughs across the spectrum of Societal, Technological, Economic, Environmental, Political, Legislative and Ethical (STEEPLE) factors.

Facilitated by Michelle Brailsford, Jupiter Consulting, Katie Hodgson, Creative Sensemaking Ltd, and Sonya Richardson, Spark – Change for Growth and President of PWN Global. London

12:45 - 13:00 **Introduction to the afternoon parallel workshop sessions: «Amplifying your voice»**

13:00 - 13:45 *Walking Lunch*

AFTERNOON SESSION

13:45 - 15:30 Workshop parallel sessions – «Amplifying your voice»

SESSION A: Get social media savvy – Engage with the social media to raise your profile, run by Natasha Briski, ACCELERATE! project partner, Institute Meta's List, Ljubljana

SESSION B: Powerful storytelling – Learn to craft your Ted Talk, run by Michelle Brailsford, ACCELERATE! project partner, Jupiter Consulting, London

15:30 - 16:15 Keynote address - «Why WE have made equality in and by the media one of our six core objetivos»

SOPHIE WALKER, Founder and leader of the UK's Women's Equality Party, London

16:15 - 16:30 Conference conclusions

Conference facilitators:

CLAUDIA RITTER, President of the Sofia Foundation, Brussels

TAMARA SANNE, Managing director at Sparx Factory, Brussels

16:30 End of conference

16:30 - 17:30 Reception

PROJECT PARTNERS:



PROJECT COORDINATOR:



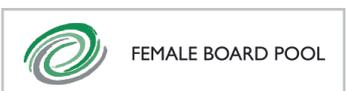
PROJECT ASSOCIATE PARTNERS:



VENUE PARTNER:



WITH THE SUPPORT OF:



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BUSINESS BREAKOUT SESSION

GETTING HANDS ON THE FUTURE

Many believe that bias against women lingers in the business world, particularly when it comes to evaluating their leadership ability. It is widely assumed that women don't do 'the Vision thing well'. We want to debunk that myth and give you the opportunity to get your hands on the future, to practice making sense of what's coming and demonstrate your ability to think strategically. This workshop will help you answer the following questions:

- What will your business look like in ten years' time?**
- What impact will new social and technological trends have on your plans?**
- How will you adapt your plans to respond to these new challenges?**

This workshop is ideal for entrepreneurs, business leaders or anyone involved in strategy development and implementation in their business. It is also useful for those who want to develop their strategic leadership skills by becoming more future oriented. Participants will gain new insights into future trends and what might happen in next ten years; a view of the potential impact of these on their own businesses or organisations and start to develop their own forecasts and action plans.

WORKSHOP

GET SOCIAL MEDIA SAVVY – ENGAGE WITH THE SOCIAL MEDIA AND RAISE YOUR PROFILE

by **Natasha Briski**

Social media has revolutionized communication and made it easier for people to connect, share and exchange ideas. They are affordable and have the potential to reach mass audience. Most social media are international platforms, which means their reach is truly global. Go, get it! Don't be afraid to try new things, but do think your decisions and actions through.

Social media strategy requires research, clearly outlined goals and objectives, smart tactics and dedicated effort. Building on the tips & tricks offered in the Social Media Guide published as part of the Accelerate! Project you will learn how to navigate around the social media ecosystem, how to build relationships, spark dialogue and action, connect with followers, share information and ideas.

POWERFUL STORYTELLING – LEARN TO CRAFT YOUR TED TALK

by Michelle Brailsford

If you're looking to gain more visibility in media, you need to have something interesting to say and you need to be able to create and share exciting stories in such a way that people actively listen. We need to capture our audience's imagination! Facts trigger rational analysis while stories create sensory experiences and inspire human emotion leading to deeper & faster connections.

Building on the tips offered in the 'Guide for women experts who want to get their voice heard', during this workshop we will learn a simple storytelling technique to help structure your stories that was developed by Creative Sensemaking.

There will be also exercises that will help you to be AUTHENTIC, to be PASSIONATE & to be ENGAGING. You will also learn techniques to make connections and tap into emotions. Finally, you will get to practice and get some peer coaching to help you prepare the Introduction to a Ted Talk. TED is a non-profit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). If you want to position yourself as an expert and to build your profile as a speaker, an expert interviewee or blogger, it helps to have a Ted Talk.

Come to this workshop to 'work' and shop around for new concepts. But mostly come to learn how to tell stories using your strengths!