

eurobrandforum

EQUALITY CREATES VALUE

October 9, 2013

Novomatic Forum, Vienna



U.S. Embassy Vienna

in cooperation with:

eurobrandforum is held in cooperation with the US Embassy in Vienna focusing on **WOMEN BRAND LEADERSHIP**.

The exclusive brand event gathers approx. 200 high level national and international decision makers and opinion leaders from Marketing, Human Resources, Business Development, Media, Advertising Agencies as well as Entrepreneurs, Lawyers, Business Consultants, etc.

Closing the gender gap is an overall objective.

During eurobrand forum, representatives of the international business community, media and branding experts will explore the economic and brand value of women leadership, gender diversity as well as socio-economic and business aspects.

According to latest studies - having women on boards is related to the financial performance of companies and leads to wealthier economies.

There is strong evidence for a diversity premium, with diverse teams performing better than homogenous teams.

eurobrand forum considers itself the independent platform for brands and brand experts.

This year's forum provides the perfect setting for extensive discussions and to exchange know-how on the latest trends, especially how brand communication is inspired by the female mindset and how equality programs can be successfully implemented to boost the corporate brand value.

Program in detail and registration: www.europeanbrandinstitute.com/forum

*Conference Language: English/German
Konferenzsprache: Deutsch / Englisch*

Key Speaker e.g.



Catherine
Kaputa



Prof. Dr. Sita
Mazumder



Dr. Helena
Marko



Anett
Hanck



Dr. Kristin
Hanusch-Linser



KR Brigitte
Jank



KR Dr. Gerhard
Hrebicek

STATEMENT PRESIDENT BARACK OBAMA



official White House Photo by Pete Souza

Secretary of State Hillary Rodham Clinton watches as President Barack Obama signs a Presidential memorandum, "Coordination of Policies and Programs to Promote Gender Equality and Empower Women and Girls Globally," in the Oval Office, Jan. 20, 2013.

"When women succeed, nations are more safe, more secure, and more prosperous. Over the last year, we've seen women and girls inspiring communities and entire countries to stand up for freedom and justice, and I'm proud of my Administration's efforts to promote gender equality worldwide."

President Barack Obama, March 8, 2013

Promoting gender equality and advancing the status of all women and girls around the world remains one of the greatest unmet challenges of our time, and one that is vital to achieving our overall foreign policy objectives.

Presidential Memorandum on Coordination of Policies and Programs to Promote Gender Equality and Empower Women and Girls Globally, January 30, 2013

STATEMENT KEY SPEAKER



Catherine Kaputa

Catherine Kaputa: The Female Brand: Creating More Female Leaders

Women make up a substantial portion of the workforce in many countries today yet there are few women occupying senior-level positions. Why is that? Many have blamed the "glass ceiling" or the "boys club" for shutting out women. But a critical reason women are not in as many leadership positions as men are is that we aren't as good as men are in "branding" and promoting ourselves studies show. It's time we changed that. This talk will show you how to take charge of your career identity and success with vivid principles and case study examples featuring women professionals. You'll learn how to harness all your assets to build a successful personal brand identity that's authentic, focused, and relevant. You'll learn secrets and strategies from the commercial world of brands and how to apply them in marketing your most important product, Brand You.



Prof. Dr. Sita Mazumder

Sita Mazumder: promoting gender equality prospers your brand

If an organization wants to successfully serve the whole market - men AND women - it needs to understand and address both men and women. This is only possible by truly living gender equality for a simple reason: what's lived up to internally, reflects externally in any given brand. It's a simple question of authenticity.

PROGRAM October 9, 2013

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- 13.30 – 13.45** **Welcome & Introductory Remarks**
Dr. Hannes Reichmann, Head of Corporate Communications, Novomatic Group of Companies
KR Dr. Gerhard Hrebicek, Managing Director European Brand Institute
Alexa Wesner, Ambassador-Designate of the United States of America to Austria (tbd)
GE/EN
- 13.45 – 14.30** **KEYNOTE: EQUALITY PAYS!**
Catherine Kaputa, bestseller author “The Female Brand”, Managing Director Selfbranding
EN
- 14.30– 15.30** **„The power of gender equality“ – promoting gender equality prospers your brand**
Best practice examples – how corporations successfully implement equality programs to boost their brand

Moderation: Barbara Mayerl, Head of infotech department, FORMAT

Prof. Dr. Sita Mazumder, Professor, Institute for Financial Management IFZ Zug
Mag. Davor Sertic, Managing Director Unit Cargo / Diversity Specialist
Dr. Helena Marko, LL.M. Partnerin LGP Lansky, Ganzger & Partner
Stephanos Berger, Managing Director cidcom – Advertising Agency for Novomatic AG
Mag. Manuela Vollmann, Managing Director abz*austria
GE
- 15.30– 16.00** **Coffee Break**
- 16.00 – 17.00** **„brands inspired by Women Leadership “**
Using the female mindset to succeed in brand communication

Moderation: Anett Hanck, Managing Director, Verlagsgruppe NEWS

Catherine Kaputa, bestseller author “The Female Brand”, Managing Director Selfbranding
Dr. Kristin Hanusch-Linser, Head of Corporate Communications, ÖBB Holding AG
Mag. Marion Maurer, Director HR, McDonald's Österreich
Dr. Andrea Kdolsky, Director Health Care Services PwC Österreich
GE/EN
- 17.00 - 18.30** **Panel Discussion „The female brand“ - business imperative or (still) exception ?**
Closing the gender gap – an overall objective | exploring the economic and brand value of gender diversity socio-economic and business aspects | having women on boards is related to the financial performance of companies and leads to wealthier economies | there is strong evidence for a diversity premium, with diverse teams performing better than homogenous teams

Moderation: Dr. Alexandra Förderl – Schmid, Chief Editor Der Standard

Prof. Dr. Sita Mazumder, Professor, Institute for Financial Management IFZ Zug
KR Brigitte Jank, President Vienna Economic Chamber of Commerce
Mag. Dr. Eveline Steinberger-Kern, Sector Cluster Lead Energy, Siemens AG Österreich
KR Dr. Gerhard Hrebicek, Managing Director European Brand Institute
Adela Beganovic, Young Professional Networker
Dr. Christian Rainer, Publisher and Chief Editor profil
Beatrice Acheleke, CEO Diversity Leadership, President Black European Women’s Council
GE
- 18.30 – 19.30** **Cocktail-Reception**
- 19.30 – 21.00** **BRAND [LIFE] AWARD - Ceremony**
ab 21.00 **Drinks & Talks**

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Further information and registration:

www.europeanbrandinstitute.com/forum/

Partners amongst others:



U.S. Embassy Vienna



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in Communications
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Dialog Marketing Verband Österreich
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Die Zeitung für Leserinnen



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