



**I
AM
VISIBLE**

CONFERENCE AGENDA
6-7 March 2014

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VISIBLEWOMEN

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Thursday 6th March 2014

Book Tickets

8.30	Networking and Registration for Break-Out Sessions		
9.00	Welcome by Visible Women and the University of East London		
9.30	TALK: Putting the Social Back Into Business Jenny Dawson, Rubies in the Rubble		
10.00	TALK: Mental health the Final Taboo Anna Sexton, Open to Create		
10.30	<p>PANEL: Are Feminism and Faith Compatible? Maureen Kendler, London School of Jewish Studies Saba Khan, 3FF Humera Khan, An-Nisa Society Jen Baker, City Hearts</p>		
11.30	TALK: Lead Like a Woman Dr Ann Limb OBE DL	WORKSHOP: Make Networking Work for You Heather White, Smarter Networking	WORKSHOP: Creativity Lab Anne Sexton, Open to Create
12.00	TALK: Challenging Perceptions With Comedy Lynne Parker, Funny Women		
13.00	Lunch		
14.15	WORKSHOP: Stand Up to Stand Out Lynne Parker, Funny Women	WORKSHOP: Raising your Voice Jehan Bokari	WORKSHOP: Show'em What You're Made Of Arfah Farooq, The Discoverables
15.30	<p>PANEL: What they don't tell you before you start work. Chaired by Julia Yates, Senior Lecturer, UEL Sandie Okoro, HSBC Melissa Benn, Freelance Journalist and Author Erika Brodnock, CEO of Karizma Kidz Zoe Strimpel, Journalist, Gender Specialist and Author</p>		
16.30	TALK: IT's Not Just for Boys Carolyn Pearson, Maiden Voyage		
17.00	Networking and Refreshments		

Friday 7th March 2014

Book Tickets

8.30	Networking and Registration for Break-Out Sessions		
9.00	Welcome by Visible Women		
9.30	TALK: Making a Change : How One Individual Can Change the World		
10.00	TALK: Creating the News : A Crash Course in PR		
10.30	<p>PANEL: The Different Faces of Violence against Women Chaired by Maggie Baxter, ROSA the UK Fund for Women and Girls Leyla Hussein, Daughters of Eve Cath Elliott, Guardian Columnist and Feminist Activist Jean Calder, For our Daughters</p>		
11.30	TALK/ WORKSHOP: 'Coppa Feel' Kristin Hallenga and her Boobettes	WORKSHOP: Show me the money Ali Steed, My Money Diva	WORKSHOP: Business Incubator EN Start Ups
12.50	Lunch		
14.00	WORKSHOP: The Power of Profile Vanessa Vallely, We are the City	WORKSHOP: Marketing on a Shoestring	WORKSHOP: Ukulele Taster Class from Learn to Uke Lorraine Bow
15.30	<p>PANEL: Raising the Profile of Women in Sport Lena Calvert, Equality Officer, National Union of Journalists Samantha Johnson, Sky Sports News Amie Samba, Run Fun Starz Alison Oliver, Managing Director at Youth Sport Trust</p>		
16.30	TALK: The Visible Woman , Barbara Kasumu, founder of Visible Women		
17.00	Networking and Refreshments		

Thursday 6TH March: Talks



9.30-10

Putting the Social Back into Business

Jenny Dawson, founder of Rubies in the Rubble and winner of 2012 Ben and Jerry's young social enterprise award, will open the conference. Not only will she share her story, but she will also explore how social enterprise has the power to make real changes to the way we live.



11.30-12.00

Lead Like a Woman

As founder of the Women Leadership Network and the Helena Kennedy Foundation, Director of two Midlands based enterprises and an important member of a number of boards, Dr Ann Limb OBE DL will be sharing with us her amazing story and insight into the question of female leadership.



12.00-12.30

Challenging Perceptions with Comedy

Lynne Parker will be sharing her journey from working in the male dominated entertainment industry to creating one of the UK's leading comedy brands, Funny Women. At the heart of Lynne's project is a desire to help women find their voice, whether that be through performing, writing or using humour in everyday life.



16.30-17.00

IT's Not Just for Boys

Carolyn Pearson left school at 16 with virtually no qualifications. After 'accidentally' landing a junior role in IT she worked her way up to be head of IT for well known names such as ITV, BBC, Sony Music and EasyJet. In 2008 she launched the award-winning Maiden Voyage, a global social network for female business travellers.

Thursday 6th March: Panel Discussions

Are Feminism and Faith Compatible? 10.30-11.15

Maureen Kendler, Head of Educational Programming at the London School of Jewish Studies
Humera Khan, Freelance Consultant and Researcher and Founder Member of An-Nisa Society
Saba Khan, Development Manager at 3 Faiths Forum (3FF) and Dynamic Contemporary Artist
Jen Baker, Anti-Trafficking Director at City Hearts, Speaker and Writer at Inspire Ministries

What's the status of women in traditional religion? Can this be compatible with modern perception of women? This panel will explore the compatibility of women's rights and traditional religion. Our panellists come from a range of perspectives to discuss this contentious issue. Central to the debate are questions about tradition, the role of individual choices and the impact of culture on religious choices.



What they don't tell you before you start work 15.30-16.30

Chaired by Julia Yates, Senior Lecturer, UEL

Sandie Okoro, Lawyer, Inspiration, General Counsel at Baring Asset Management Limited and Mother
Zoe Strimpel, Journalist, Gender Specialist and Author of 'The Man Diet'
Melissa Benn, Writer, Columnist, Campaigner and Author of 'What Should We Tell Our Daughters'
Erika Brodnock, CEO of Karizma Kids and Mother of Five

Whilst the legal battle for equality has been fought and won, becoming a successful woman can involve a series of difficult choices and compromises. This panel will explore the complex situation modern women find themselves in. The reality of building a balance between career, family and self is something most people learn the hard way. Our fantastic panel of experts bring a whole range of perspectives to the table.



Thursday 6th March: Workshops



14.15-15.15 Stand Up to Stand Out, Lynne Parker

Lynne is back for a full stand up comedy workshop to show you how a humorous approach to life can be empowering. Even if you don't fancy yourself as a performer the 'take away' is self confidence and enhanced communications skills.



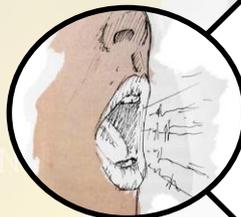
11.30-13.00, Make Networking Work for You, Heather White

Heather loves people, and when and where possible, making a difference. But she wasn't always like this! Today Heather is the founder and CEO of Smarter Networking and The Non Exec Hub. She will be running one of her renowned networking workshops to teach you how to achieve your goals through connections, knowledge and networking.



14.15-15.15, Show'em What You're Made Of, Arfah Farooq

Arfah is a co-founder of the exciting social enterprise the Discoverables. During her workshop, she will share her amazing journey as well as running an interactive 'Discoverables' demo. The session is designed to help you uncover your signature strengths, capabilities and skills, to prove and improve them, and to learn how you can articulate these in ways that are relevant to your future employer.



14.15-15.15, Raising Your Voice: It's Not What You Say It's How You Say It, Jehan Bokhari

Jehan is a theatre director and actor. In her session she will teach you vocal techniques to ensure that in all aspects of your life your delivery is as strong as your message. Using technical skills from theatre, this workshop will give you the command over your voice you need to get ahead.

Friday 7th March: Talks



9.30-10

Making a Change

We should never underestimate the power of one individual to make a difference. In this inspiring talk we will hear how we all have the potential to make a change.

What difference will you make?

11.30-12.00

Creating the News

In this talk we will be exploring the meaning of 'newsworthy', and how to ensure that the press are banging on your door for a scoop on your product, event or story. This fascinating talk will give you an insight into the mysterious world of journalism.

11.30-13.00

Coppa Feel

What happens at 23? Well, if you're lucky, a lot of carefree fun. And if you're less lucky? Breast cancer. Which is what happened to Kris Hallenga in 2009. Since then, Kris has created the fantastic charity Coppa Feel. She is joining us to share her story as well as some tips on breast cancer prevention from her team of 'Boobettes'.

16.30-17.00

The Visible Woman

What is a visible woman? Why is it important to be visible? Barbara Kasumu, founder of the Visible Women campaign, will share her journey and the story of the community we are all part of.

Friday 7th March: Panel Discussions

The Different Faces of Violence Against Women, 10.30-11.15

Chaired by **Maggie Baxter** founder of **Rosa**, the UK Fund for Women and Girls

Leyla Hussein, FGM Activist, Co-Founder of the Charity Daughters of Eve and Cosmopolitan Ultimate Campaigner Women of the Year Award 2010

Cath Elliott, Freelance Writer, Blogger & Researcher

Jean Calder, Founder and Editor at the 'For Our Daughters' Campaign

Violence against women is still a reality in the UK today. But violence takes many different forms. The only way to create change is to bring this violence into the open. During this panel discussion we will explore the different forms of violence against women that exists in the UK today as well as the amazing campaigns which exist to combat it.



Raising the Profile of Women in Sport, 15.30-16.30

Lena Calvert, Equality Officer for the National Union of Journalists (NUJ)

Samantha Johnson, Freelance Broadcasting Journalist for Sky Sports News and Al Jazeera

Amie Samba, Run Fun Starz Founder and Director and Fitness Mentor

Alison Oliver, Managing Director at Youth Sport Trust

Ever wondered why the top female footballer is paid £3,000 a week and the top male footballer exceeds £100,000 a week? Not enough spectators? Not enough corporate investment? **Or maybe women just don't like sports...**

In this panel we will debate the challenges faced by women in sport including the lack of coverage, the medias focus on appearance and the lack of investment as well as the impact this has on women's fitness.



Friday 7th March: Workshops



11.30-12.50 Show Me the Money, Ali Steed

Ali Steed, founder of My Money Diva and the Journalist behind channel 4's Superscrimpers, will join us for a fantastic interactive session aimed at giving you the tools to turn your pennies into pounds. From top tips on vouchers and discount websites to the best ways to save, this is a must for anyone who hates counting the coppers.



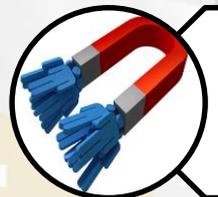
11.30-12.50 Business Incubator, EN Start Ups

With so many inspiring entrepreneurs sharing their stories, what better place to begin working on your own business journey. This business incubator will offer you the foundation you need to get your business or social enterprise off the ground. Whatever stage you are at, there will be something for you in this highly participatory session!



14.00-15.15 The Power of Profile, Vanessa Valley

Having Profile is one of the most powerful tools in your business armoury, but you have to know what tools and techniques to use to help you build it. Vanessa Valley is both a master of these skills and an excellent speaker. With an impressive rise from project analyst to COO and owner of 2 companies to date, this is a workshop not to miss.



14.00-15.15, Marketing on a Shoestring

What's in a brand? How can you spread your message? In this marketing workshop you will be introduced to marketing solutions which cost little or nothing. It is a chance to have all your questions answered and better yet, will serve you well whatever industry you hope to enter.



14.00-15.15, Ukulele Taster Class from Learn to Uke

In just one hour Lorraine Bow, founder of Learn to Uke, will have you playing, strumming and singing along to the Ukulele. This is a great chance to learn something new and her innovative approach means you will be diving straight in!

Our Hosts



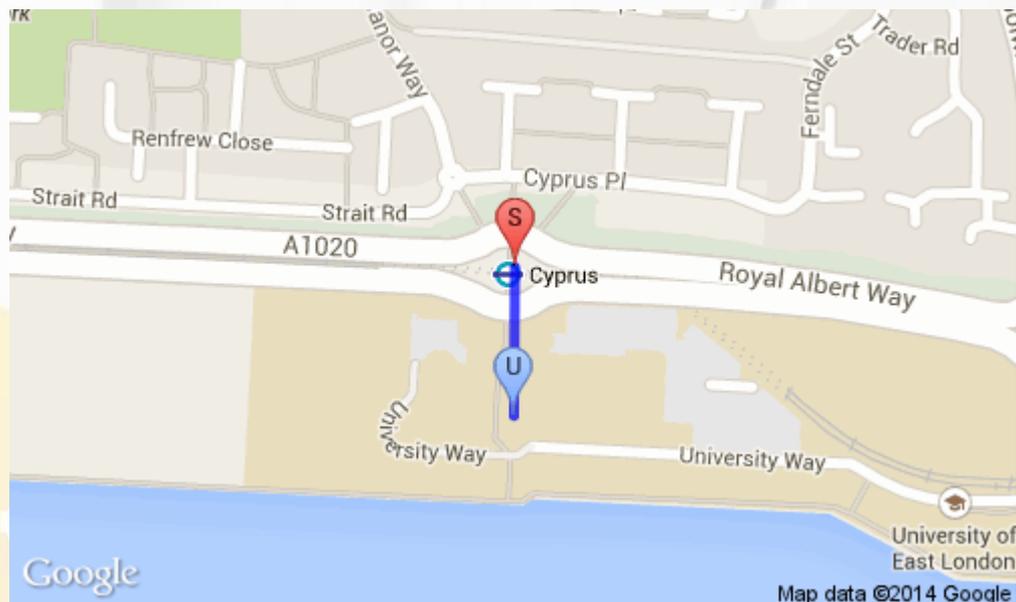
The Conference will be hosted by the University of East London's **Centre of Excellence for Women's Entrepreneurship (CEWE)**. CEWE connects women entrepreneurs with a trusted network of business specialists through networking events, mentoring and peer learning. They offer a wealth of advice, contacts and opportunities to help women start and grow their own businesses. The tailored support they offer our community is informed by the research undertaken by CEWE academics. This then helps them to influence policy development around women's enterprise and support business more effectively.

"We are delighted to be hosting the "I Am Visible" conference at UEL's Docklands Campus to coincide with International Women's Day. Like Visible Women, we are committed to supporting women to achieve their potential and are confident that **this event will inspire the next generation of female leaders.**"

Linsey Cole, Head of Business Partnerships, University of East London

Getting there

Knowledge Dock
University of East London
Docklands Campus
University Way
London
E16 2RD



Public Transport

Please see the Transport for London (TfL) Journey Planner for the most up-to-date information and advice on how to get there.

By Tube / DLR

The Docklands Campus is directly opposite **Cyprus DLR** station. Trains to Beckton via Cyprus and Canning Town usually run at five-to-ten minute intervals.

By Bus

Bus routes near the Docklands Campus include 101, 173, 262, 300, 366, 376, 474 and N551. A map of these bus routes is also available from TFL.

The Docklands campus is within a short walking distance of Cyprus station.