

WOMEN IN BUSINESS FORUM

*Empowered Women towards
a Stronger Economy*

15 Aug
2019

10 am to
4:30 pm

Solaire
Resort
Manila

EVENT BRIEF

The World Economic Forum 2018 Global Gender Gap report shows that the Philippines ranks 8th in the world in terms of gender equality. This shows that in comparison with other economies, the country fares better in the areas of women's economic participation and opportunity, educational attainment, health, and political empowerment. This is brought about by a collective action from businesses and institutions implementing human resource practices, campaigns, and initiatives geared towards providing women employees more flexibility, career mentorship, and development.

Meanwhile, there is still potential for growth for gender parity and maximizing the role of women to achieve inclusive economic growth and sustainable development. This capacity especially lies within the middle-managerial to grassroots levels. The **ECCP Women in Business Forum 2019** will provide a platform for thought leaders, business managers, government representatives, women empowerment advocates, and other key stakeholders to exchange views and best practices that can address these challenges and advance women empowerment initiatives in the private sector and the society as a whole.

EVENT OBJECTIVES

- To create awareness of the challenges posed by gender gaps and tackle opportunities that come along with promoting women empowerment
- To share best practices on how organizations have effectively implemented and advanced their women empowerment initiatives
- To conduct deep dive sessions to present concrete ideas, strategies, and approaches for implementing organizational initiatives in different workplace scenarios
- To understand how the private sector can contribute to a whole-of-society approach in support of addressing gender inequalities and providing equitable opportunities for all

TARGET AUDIENCE

This forum will bring together like-minded individuals, both MEN and WOMEN, that share the same vision on an equitable workplace for all. Participants will include:

- Thought leaders, C-level Executives, Business Managers
- HR practitioners
- Female employees
- Government representatives
- Academe and Civil Society Organizations
- Women empowerment advocates

WOMEN IN BUSINESS FORUM

*Empowered Women towards
a Stronger Economy*

**15 Aug
2019**

**10 am to
4:30 pm**

**Solaire
Resort
Manila**

FORUM TICKETS

inclusive of forum access pass, meals, materials

| | |
|---|------------|
| ECCP Member | Php 2,700 |
| Non Member | Php 3,700 |
| Special Rates (Academe, government) | Php 2,000 |
| Group rate (10 pax with reserved table) | Php 25,000 |

Mentoring Breakfast (8:00am – 9:30am) - for the first 50 registered participants

Exclusive access to mentoring session to discuss life, leadership, career growth and industry focused issues.

WOMEN IN BUSINESS FORUM

DRAFT PROGRAM

*Empowered Women towards
a Stronger Economy*

15 Aug
2019

10 am to
4:30 pm

Solaire
Resort
Manila

- 9:00 – 10:00 AM **REGISTRATION, NETWORKING COFFEE**
- 10:00 – 10:10 AM **Opening Remarks**
ECCP Board member
- 10:10 – 10:20 AM **Welcome Remarks**
Ms. Sheila Lobien
Chairperson, ECCP Women in Business
- 10:20 – 11:30 AM **Closing the Gender Gap: What does it mean to the Philippine Economy?**
This panel discussion will tackle the economic benefits in improving gender balance, and understand the underlying issues to help bridge the gap.
- 11:30 – 12:30 PM **LUNCH**
- 12:30 – 2:00 PM **Session Deep Dives: Being empowered in different scenarios**
This session will highlight the experiences, challenges, and lessons from different organizations on how they have successfully implemented their initiatives in the scenarios identified to be untapped or often overlooked.
- Deep Dive 1:** How can we help improve workplace initiatives to expand opportunities for the female middle managers?
- Deep Dive 2:** How do we shape the millennial workforce to be the next leaders?
- Deep Dive 3:** What is the role of male leaders in promoting gender balance and how can they proactively be part of this initiative?
- Summary of deep dive sessions**
- 2:30 – 3:30 PM **PLENARY – Empowering BEYOND the private sector**
This discussion will focus on maximizing the role that the private sector plays in addressing gender inequalities and providing equitable opportunities through a whole-of-society approach.
- Open Forum
- 3:30 – 4:15 PM **Fireside Chat with (with a government representative)**
The forum will close with an informal conversation with a government representative discussing the key challenges, views, and plans of the government to address the identified issues and gaps in order to advance a holistic approach to gender equality.
- 4:15 - 4:30 PM **WBC Primer Launch, Raffle, Networking**

WOMEN IN BUSINESS FORUM

*Empowered Women towards
a Stronger Economy*

**15 Aug
2019**

**10 am to
4:30 pm**

**Solaire
Resort
Manila**

PARTNERSHIP PACKAGES

For inquiries, contact Ms. Mica Aragon at mica.aragon@eccp.com or call 8845 1324.

| | Gold | Silver | Marketing Table |
|--|-----------------|-----------------|-----------------|
| PACKAGE COST | 100,000 | 50,000 | 15,000 |
| NAMING AND EXCLUSIVITY RIGHTS | | | |
| Titling Privilege: Brand to appear beside the event title in all efforts | yes | x | x |
| Naming Rights | GOLD SPONSOR | SILVER SPONSOR | EVENT SUPPORTER |
| ONSITE MILEAGES | | | |
| Marketing Space | 10sqm | 5sqm | 5sqm |
| Verbal acknowledgement | yes | yes | yes |
| AVP or Ad Promotional Material | yes | yes | no |
| Speaking slot | Session Speaker | Session Speaker | x |
| Ad Placement in Event Program and Directory | FULL PAGE | HALF PAGE | no |
| Logo inclusion in Conference badge of Attendees | yes | yes | no |
| Logo inclusion in Event Banners | yes | yes | yes |
| Display of Pull up Banners | 5 | 3 | 1 |
| Complimentary Seats | 5 | 3 | 1 |
| MARKETING AND PUBLICITY BENEFITS | | | |
| Company logo and profile in ECCP's website and is linked to the company's website | yes | yes | Logo only |
| Logo inclusion in all electronic and printed event invitations) | yes | yes | yes |
| Database of Attendees (only participants who agreed to share their details will be included) | yes | yes | x |