



Invitation to the Business Forum

*EQUALITY PAYS OFF –
A Europe 2020 initiative
21 March 2013, Brussels*



*++ Corporate strategy – Establish gender equality as a part of the company's DNA ++ Management – Understand and position management as driver and role model
++ Raise awareness among high school graduates regarding the full spectrum of fields of education ++ Attract top talent irrespective of gender ++ Strengthen the
work-life balance ++ Promote career advancement ++ Evaluate the remuneration system ++ Communicate company's activities to tap the female talent pool in a
better way ++ Work organisation - Create the framework to enable necessary changes ++ Monitoring – monitor and follow up regarding target achievement*

Business Forum

EQUALITY PAYS OFF – A Europe 2020 initiative

> **DATE**

21 March 2013
10:00 a.m. – 5:00 p.m.

> **VENUE**

Radisson Blu Royal Hotel
Rue du Fosse-aux-Loups 47
B-1000 Brussels
Belgium

> **HOST**

Karin Helmstaedt,
presenter of DW

The future business success of European companies will be determined by their ability to manage two major challenges: demographic change and imminent skill shortages. At the same time, statistics show that the labour force of women in the EU is not being used to its full potential. **The Business Forum – this year's highlight of the initiative EQUALITY PAYS OFF** – offers company representatives from 34 European countries a platform for a high-level knowledge exchange on how to address these challenges.

On 21 March 2013, more than 150 European company representatives will meet in Brussels and exchange their ideas on strategies to better access the labour force potential of women by increasing gender equality and to contribute to a reduction of the gender pay gap. Selected companies will showcase their activities, results and experience regarding better tapping the female talent pool.

The EQUALITY PAYS OFF Business Forum provides the opportunity to

- **Share ideas on how to better access the female talent pool** in highly interactive discussions and workshops
- **Learn more about forward thinking strategies other European companies have implemented** by visiting an all-day company fair
- **Broaden your personal network across Europe by participating in engaging dialogue** during the day and the get-together at the end of the EQUALITY PAYS OFF Business Forum
- **Experience a state of the art conference atmosphere** using innovative multi-media tools such as real-time surveys for direct feedback or iPad-powered instant messaging systems
- **Shape the initiative by contributing your country-specific perspective** to our conference film being produced during the Business forum and assembling the participants' good practice ideas, strategies and tools collected during the day

In addition, **Françoise Le Bail, Director General of the European Commission's Directorate General for Justice**, will outline the EU Commission's strategies to enhance gender equality in the labour market and reduce the gender pay gap.

We would be delighted to welcome you at this **exclusive high-level knowledge exchange to better access the labour force potential of women** by recruiting, retaining and developing top female talent!

Agenda

10:00 a.m. – 10:30 a.m. ATRIUM	Welcome coffee and company fair <i>Start the conference with a coffee and get acquainted with the conference setting and your fellow participants</i>
10:30 a.m. – 11:00 a.m. PLENARY HALL	Multimedia presentation: “The Gender Pay Gap in Europe – Causes and business-orientated Remedies” <i>Get an idea of the underlying causes of the gender pay gap and business-orientated starting points to foster gender equality and hereby address this challenge</i>
11:00 a.m. – 11:30 a.m. PLENARY HALL	Keynote Françoise Le Bail, Director General for Justice, European Commission <i>Europe 2020: Learn more on how Europe’s competitiveness can be improved through more gender equality</i>
11:30 a.m. – 1:00 p.m. PLENARY HALL	Discussions on key topics* of the initiative EQUALITY PAYS OFF <i>Discuss business-orientated ideas to better access the labour force potential of women</i>
1:00 p.m. – 2:00 p.m. ATRIUM	Lunch break and company fair <i>Take part in a networking lunch and get insights on European Good Practice examples at the company fair</i>
2:00 p.m. – 3:15 p.m. WORKSHOP ROOMS	Workshops on key topics* of the initiative EQUALITY PAYS OFF <i>Exchange business-orientated strategies on how to recruit, retain and develop top female talent and hereby contribute to more gender equality</i>
3:15 p.m. – 3:45 p.m. ATRIUM	Coffee break and company fair <i>Have a coffee and continue to network</i>
3:45 p.m. – 4:15 p.m. PLENARY HALL	It’s our business! <i>Listen to the impulse from a top manager on why equality pays off for European companies</i>
4:15 p.m. – 4:45 p.m. PLENARY HALL	Your opinion, please! <i>Contribute your country-specific perspective on how to integrate equality between women and men into business decisions to our conference film; discuss key findings of the conference with pan-European opinion leaders</i>
4:45 p.m. – 5:00 p.m. ATRIUM	Get-together <i>Deepen your network and exchange contact details</i>

The conference plenary sessions will be conducted in English with simultaneous French and German interpretation. Discussions and workshops will be in English.

*THE BUSINESS FORUM’S KEY TOPICS:

- Corporate strategy – Establish gender equality as a part of the company’s DNA
- Management – Understand and position management as driver and role model
- Raise awareness among high school graduates regarding the full spectrum of fields of education
- Attract top talent irrespective of gender
- Strengthen the work-life balance
- Promote career advancement
- Evaluate the remuneration system
- Communicate company’s activities to tap the female talent pool in a better way
- Work organisation – Create the framework to enable necessary changes
- Monitoring – monitor and follow up regarding target achievement

Reimbursement and directions

> VENUE

Radisson Blu Royal Hotel
Rue du Fosse-aux-Loups 47
B-1000 Brussels
Belgium

Tel: +32 2 227 31 31

Toll-free (EU): 00800 3333 3333

Email:

reservations.brussels@radissonblu.com

Travel and subsistence expenses will be reimbursed, on the basis of the shortest itinerary. If you need any assistance, please do not hesitate to contact us by e-mail at business-forum@ergo-komm.de or by phone: +32 (0)2 502 38 94.

Travel expenses

Journeys must be carried out by the most direct and economic route. Travel expenses will be reimbursed as follows:

- Travel by air will be reimbursed at the rate of an economy class standard ticket at the time of the reservation
- Travel by boat or rail will be reimbursed up to the maximum cost of a second class ticket
- Travel by car will be reimbursed at the rate of a second class rail ticket for the same journey and on the same day

Taxi fares are not eligible for refund, please use the local transport. Please bear in mind that receipts, boarding passes and used tickets must be kept as supporting evidence of travel cost paid.

Accommodation

In case that the times of the conference are incompatible with an arrival and departure on the same day, an accommodation will be paid.

Please contact us by e-mail at business-forum@ergo-komm.de or by phone: +32 (0)2 502 38 94.

Reimbursement of costs

For a reimbursement of costs please use the travel and subsistence reimbursement form and return it with your receipts within 20 working days to:

EQUALITY PAYS OFF
c/o Helios Media GmbH
Werderscher Markt 13
10117 Berlin

Please notice that travel and subsistence expenses will only be reimbursed by attending the conference.

HOW TO GET THERE



By plane

Brussels International Airport Zaventem is only 14km from the hotel and can easily be accessed from the hotel by taxi or by regularly running trains departing from Central Station, which is only 4 walking minutes from the hotel.

By train

Brussels' Central Station -- which runs both international and national trains and connections directly to Brussels Midi Station, the terminal for Eurostar services London (1h25) and Amsterdam (1h55) -- is within walking distance. The next metro station "De Brouckère" can be reached in three minutes on foot and connects to Midi Station as well as to the city's entire underground system.

By car

The Radisson Blu Royal Hotel is easily accessible by car. Just follow the signs to the city centre and drive towards "De Brouckère" or Cathedrale St.Michel St.Gudule, where a side road turns into Rue du Fossé-aux-Loups. The underground private parking is right after the main entrance. Parking costs: Mon. – Thurs. EUR 30/day and Fri. – Sun EUR 20/day.



Invitation to the

Business Forum

EQUALITY PAYS OFF – A Europe 2020 initiative

21 March 2013, Brussels

Note: Please use black ball point pen and BLOCK LETTERS throughout.

Please send this form by fax (+32 (0)2 219 22 92) or e-mail (business-forum@ergo-komm.de) by 12 March 2013.

I hereby sign up for the EQUALITY PAYS OFF Business Forum on 21 March 2012 in Brussels.

I hereby subscribe to the EQUALITY PAYS OFF Update providing regular information on the initiative's activities.

Mr

Ms

.....
Title

.....
Last name

.....
First name

.....
Position

.....
Name of Company / Organisation

.....
Address

.....
Zip code

.....
City

.....
Country

.....
Phone

.....
Mobile

.....
Email

.....
Country

.....
Signature

To take part in the event, I will need these special needs to be taken into account (examples: I wear a hearing aid, I use a wheelchair, etc.):

.....
Please notice these specific dietary requirements (vegetarian, allergies, etc.):

TRAVEL & SUBSISTENCE REIMBURSEMENT FORM

Note: Please use black ball point pen and BLOCK LETTERS throughout.

Business Forum

EQUALITY PAYS OFF – A Europe 2020 initiative

21 March 2013, Brussels

Claims and **original** supporting documents (invoices, plane tickets and boarding passes) must be submitted within **20 working days**. If you have submitted a valid expense claim form and bank details, you can expect us to process your refund within **one month**.

1. YOUR DETAILS

Name

Organisation

Address

Telephone Email

2. YOUR DECLARATION

I declare that:

All the expenses and allowances I claim on this form have been necessitated by the EQUALITY PAYS OFF Business Forum.

I have not claimed reimbursement for tickets or any other items which will be paid for by another organisation and none of the items on this form will be claimed from or will be reimbursed by any other organization.

Signature Date

TO BE PAID INTO: Bank name

BANK ACCOUNT N° (IBAN format)

SWIFT (BIC) of bank:

NAME ACCOUNT HOLDER

3. PLEASE DO NOT FILL IN THIS SECTION: CERTIFYING PERSON

I have checked all the items and receipts included in this form and approve payment of € to the claimant.

Signature

Date

Name

Organisation and function

Contact details

Please use the following contact details to return your form or if you have any questions regarding refunds:

EQUALITY PAYS OFF c/o Helios Media GmbH

Werderscher Markt 13, 10117 Berlin

Ph.: +32 (0)2 502 38 94

Fax: +32 (0)2 219 22 92

Email: business-forum@ergo-komm.de