

Power Shift 2015: Women and Markets

#PowerShiftForum

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|-------------------------------|-------|---|---|---|---|
| Sunday 8 November | 18.30 | Opening Reception Ashmolean Museum | | Linda Scott DP World Chair for Entrepreneurship and Innovation Saïd Business School | Gather for drinks and canapés, begin the conversations. Past "Power Shifters" will reunite and new arrivals will be welcomed. Many will go from here to informal dinners and even to the pubs. We will provide identifying lapel pins so participants can find each other as they fan out around town for sustenance and spirited talk. |
| Day 1 Monday 9 November | 8.00 | Registration Main Reception Foyer, Saïd Business School | | | |
| | 9.00 | Welcome Plenary | | Peter Tufano Peter Moores Dean Saïd Business School Linda Scott DP World Chair for Entrepreneurship and Innovation Saïd Business School | |
| | 9.15 | Keynote Plenary | Opening Markets for Equality | Arancha González Executive Director International Trade Centre | A Call to Action: Women's Economic Empowerment The multiple dividends that come from women's economic empowerment have made connecting women-owned businesses to international markets a top priority for the International Trade Centre. Executive Director Arancha González will open Power Shift with the ITC's call to action to bring one million women entrepreneurs to market by 2020. |
| | 10.00 | Transfer to West Wing, Coffee | | | |
| | 10.30 | Three rotating sessions: Speakers will rotate, participants will hear all three sessions | Thinking Differently about Market Forces | Markus Goldstein, Lead Economist World Bank | Breaking Through Market Segregation An old saw says women make less because they choose the wrong markets to enter. What are the forces behind industry segregation? And what happens when women step over the line into male territory? |

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Thinking Differently about
Market Forces (continued)

Amy-Willard Cross
Founder
BUY UP Index

Buying Up Women-Friendly Brands

Masses of public data have been harnessed for a new app, BUY UP Index, that tells consumers which brands are the most women-friendly. Will this innovation bring the power of female shoppers to bear on the choices businesses make?

Alison Kiehl Friedman
Vice-President
Global Fund to End Slavery

The Economics of Human Trafficking

Slavery is illegal around the world. Yet, the slave trade is bigger than it has ever been in history and females are the majority of the victims. That's because market forces still create both supply and demand for slaves. What can businesspeople do to stop this world-scale tragedy?

12.00

Lunch, Pyramid Room

1.30

Choose from two
concurrent sessions:

1. Scaling Up by Growing Beyond
2. Finding Women in Global Supply Chains

Reaching Up, Reaching Down

Liz Bingham
Managing Partner
EY

1. Scaling Up by Growing Beyond

Most female entrepreneurs are content to grow gradually and never consider the idea of international expansion. But reaching past the borders of your own country can bring considerably more business. EY will present their signature Growing Beyond Borders tool, with a focus on women-owned businesses. Come learn how growth-oriented women can achieve more by reaching farther. Small workshops will follow for those who sign up.

Stephanie Barrientos
Professor of Global Development,
University of Manchester

Christine Svarer
Head of Women's Economic
Empowerment, CARE International

2. Finding Women in Global Supply Chains

Women are scattered through the supply networks that support the world market. Identifying where they are clustered, as well learning how they work and what their challenges are, must be done before programmes can be planned and women helped. Three world experts will discuss obstacles and best practices.

Louise Nicholls
Head of Responsible Sourcing,
Packaging and Plan A,
Marks & Spencer

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|--|--------------------------|--|---------------------------------------|---|--|
| <p>Day 1 Monday 9 November</p> | <p>14. 15 14. 30</p> | <p>Transfer Simultaneous Classroom Sessions</p> | <p>Marketing Culture and Equality</p> | <p>Taught by Saïd Business School faculty: Peter Tufano Peter Moores Dean Andrew Stephen L'Oréal Professor of Marketing Linda Scott DP World Chair for Entrepreneurship and Innovation</p> | <p>Case Study: Bringing an Ancient Craft to Contemporary Consumers</p> <p>What happens when the world's largest retailer tries to buy from a group of indigenous artisans and sell their handicrafts to the American consumer market? This teaching case, as with all previous Power Shift cases, is based on original Oxford research. It will be taught in three simultaneous sessions by three of the Saïd Business School's most senior faculty. Key actors in the case will be on hand to answer questions, representing Walmart, Global Goods Partners, and the Maasai Women Development Organisation. The cases will be distributed in advance so that participants can prepare for class!</p> |
| | <p>16. 00</p> | <p>Choose from three concurrent sessions:</p> <ol style="list-style-type: none"> 1. Network Madness Café conversations 2. Growing Beyond Borders Workshops | <p>Talking It Through</p> | <p>EY facilitators: Nahid Kausar, Director Financial Services, Kanika Seth, Director Financial Services, Bano Sheikh, RMP Programme Manager Financial Services, Heather Alleyne, Director Financial Services Priya Fitch, Partner EMEIA Markets</p> | <p>1. Network Madness</p> <p>These "café conversations" will focus on marketing issues surrounding the women's empowerment movement: social media, the rise of special portals, and the proliferation of events aimed at inspiring and enabling women. Experts will lead these conversations. There will also be open tables set aside for spontaneous discussions.</p> <p>2. Growing Beyond Borders Workshops</p> <p>Individual sign up will be available for small hands-on sessions with EY experts on business expansion into new regions.</p> <p><i>Registration for these workshops is now closed. Sessions are full.</i></p> |

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16.00

Choose from three
concurrent sessions:
(continued)

3. Levelling the Field

Talking It Through

Craig Tracey
UK Member of Parliament for
North Warwickshire

Maggie Berry
Executive Director for Europe
WEConnect International

Lorely Burt
British politician

3. Levelling the Field

Women-owned businesses seldom participate in the really big sales contracts—the ones offered by governments and major corporations. This area of the market is as devoid of female participation as is venture capital. Many new programmes are springing up to correct this imbalance, but there is still a long way to go. The role of governments in levelling this market's playing field is a particularly thorny puzzle.

17.00

Break and transfer to
Oxford Union

Thrashing It Out

The Oxford Union Debate

Chair: Helen Mountfield QC

Propose
Sue Lawton
Mike Thornton
Lorely Burt

Oppose
Susan Rudy
Josh Levs
Amanda Poole

Our annual Oxford Union debate will entertain the question:
This house believes that feminism needs re-branding.

The spirit of the debate will be light, but the question is serious. Does the women's economy really need a new brand or must we summon the courage to use the one we have? Would a good packaging treatment pay off by bringing in partners who might not otherwise step up? Or is focusing on marketing a distraction from more serious issues? Or perhaps everything just needs a little fresh paint from time to time? Two intelligent, articulate, and lively debating teams will grapple with these questions.

19.15

Forum Reception and Gala Dinner
Balliol College

Introduction:

Peter Tufano
Peter Moores Dean
Saïd Business School

After Dinner Speaker:
Jacki Zehner
Chief Engagement Officer,
Women Moving Millions

Investment or Philanthropy? New Thinking for Bringing Equality to the Market

Philanthropy can only get us so far. Investment and purchasing power are hugely underused tools for social change. It is time to align all our assets with our values. Hear one woman's story on how she is striving to do just that.

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Day 2
Tuesday 10
November

8.00

Registration
Main Reception Foyer, Saïd Business School

9.00

Welcome
Plenary

Andrew White
Associate Dean for Executive
Education
Saïd Business School

Linda Scott
DP World Chair for Entrepreneurship
and Innovation
Saïd Business School

9.15

Keynotes
Plenary

Making Change

Kay Napier
CEO
Arbonne International

Reinventing Work and Life from Procter & Gamble to Arbonne
Can a company's marketing approach make a difference to the lives of women workers? After a jump from two large multinational consumer companies to the top of a flailing cosmetics firm, Kay Napier found the way.

Paula Oliveira
Executive Director Strategy
Interbrand

Action Step: Branding the Women's Economy
Each year, we bring an action challenge to Power Shift participants. In 2015, we are asking "Power Shifters" to brainstorm with us about branding the women's economy globally. The world's leading branding consultancy, Interbrand, will help us think the challenge through in a disciplined way. All our input will be collected and synthesized into a report to be delivered at Power Shift's US debut in 2016. We hope to parlay this report into a global marketing campaign. In this session, Interbrand will explain the assignment, after which participants will be invited to join focus groups for discussion. At the end of the day, we will reconvene for a polling session.

10.00

Coffee and transfer

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Tuesday 10
November

10.30

Choose from four
concurrent sessions:

1. Small Things, Big Differences
2. Honing in on "Empowerment"
3. Interbrand Focus Groups on Branding the Women's Economy
4. Growing Beyond Borders workshops

Devil in the Details

Betsy Teutsch
Author and activist

Sumana Hussain
Economic Advisor
UK Department for International
Development

Mayra Buvenic
Senior Fellow
United Nations Foundation

Markus Goldstein
Lead Economist
World Bank

**Interbrand facilitators: Paula
Oliveira**, Executive Director
Strategy
Sarah Lent, Executive Director
Marketing

EY facilitators: Nahid Kausar,
Director Financial Services,
Kanika Seth, Director Financial
Services
Bano Sheikh, RMP Programme
Manager Financial Services,
Heather Alleyne, Director Financial
Services
Priya Fitch, Partner EMEA Markets

1. Small Things, Big Differences

Working to empower women through the delivery of specially-designed consumer goods is a (once shocking) idea whose time has come. Two experts share how innovative products and delivery systems can revolutionise the lives of poor women in developing countries.

2. Honing in on "Empowerment"

Do we know "empowerment" when we see it? How to define, track, and capture the impact of "women's economic empowerment" is a question that resists obvious answers. Can we design measures that will capture gender effects in both poor and rich nations? Come brainstorm with thought leaders in the global effort to measure the empowerment of women.

3. Interbrand Focus Groups on Branding the Women's Economy

Small discussion groups will be formed to collect thoughts on whether and how to brand the women's economy. Individual sign up is required.

Online registration for workshops is now open.

4. Growing Beyond Borders Workshops

Individual sign up will be available for small hands-on sessions with EY experts on business expansion into new regions.

Registration for these workshops is now closed. Sessions are full.

11.15

Transfer

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Tuesday 10
November

11.30

Choose from three
concurrent sessions:

Innovating Tradition

1. The Market for Families
2. Bringing Tradition to New Markets
3. Interbrand Focus Groups on Branding the Women's Economy

Steffen Zoller
CEO, Care.com Europe

Michele Bratcher Goodwin
Chancellor's Professor of Law, Director
of the Center for Biotechnology and
Global Health Policy
University of California, Irvine

Josh Levs
Author and journalist

Charlotte Oades
Global Director, Women's Economic
Empowerment, Coca Cola

Ndinini Kimasera Sikar
Executive Director and Founder
Maasai Women Development
Organisation (MWEDO)

Catherine Lieber Shimony
Co-Founder and Co-President of
Global Goods Partners (GGP)

Joan Shifrin
Co-Founder and Co-President of
Global Goods Partners (GGP)

**Interbrand facilitators: Paula
Oliveira**, Executive Director
Strategy, **Sarah Lent**, Executive
Director Marketing

1. The Market for Families

Market forces are having an unprecedented effect on the most fundamental challenge for any economy: reproducing the population. Two innovations challenge tradition at its core: the market for technologies that provide babies to those who don't have them and the online market that provides care for those who do. Yet maybe what we need is not a new technology but a break with traditional thought—an outspoken author, who challenged paternal leave policies at a major employer, will suggest that it is simply time for women *and* men to change the expectations in the workplace.

2. Bringing Tradition to New Markets

One of the toughest challenges for women's economic empowerment is to bring the traditional crafts made by female artisans into accord with the tastes of the global market. Problems of production and pricing are often trumped by difficulties in design and branding. Hear three problem solvers tell their stories of struggle in this daunting corner of the global market.

3. Interbrand Focus Groups on Branding the Women's Economy

Small discussion groups will be formed to collect thoughts on whether and how to brand the women's economy. Individual sign up is required.

Online registration for workshops is now open.

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Tuesday 10
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12.15

Lunch and book signing

1. 30

Choose from two
concurrent sessions:

Facing the Hard Issues

1. Safety in the
Marketplace

2. Legal Rights and
Economic Power

Marcela Manubens
Global Vice President for
Social Impact
Unilever

1. Safety in the Marketplace

For hundreds of millions of women every day, the threat the market poses to their physical safety makes economic participation very difficult. From the factory workers of Juarez to the micro-entrepreneurs of rural Bangladesh to the commuters of New York, the threat of violence is a real barrier to market inclusion. What do we know about this problem and, more importantly, what can be done?

Tazeen Hasan
Senior Private Sector Development
Specialist, Women, Business and
the Law, World Bank Group

Isabella Bunn
Chair of the Advisory Council
American Bar Association Center
for Human Rights

Laurie Adams
Women's Rights Director
Oxfam GB

Melanne Verveer
Executive Director
Georgetown Institute for Women,
Peace and Security
Georgetown University

2. Legal Rights and Economic Power

There is a tricky paradox that falls between the traditional rights-based approach to equality and the economic empowerment strategy: in the real world, women's lack of legal rights often significantly constrains their market participation yet women often need money to claim their rights. The World Bank's Women, Business and the Law team is launching their newest report on the status of women's business rights globally.

14.15

Transfer to Nelson Mandela Lecture Theatre

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|---------------------------------|-------|---|-----------------------|---|---|
| Day 2 Tuesday 10 November | 14.30 | Resolve and Action Plenary | Polling for Power | <p>Paula Oliveira Executive Director Strategy Interbrand</p> <p>Linda Scott DP World Chair for Entrepreneurship and Innovation Saïd Business School</p> | <p>Whither the Market? Once the small group discussions (and the debate) have allowed everyone to think through the implications of rebranding, Interbrand's team will poll the Power Shift participants so their opinions can be quantified: Should rebranding be done? How? On what terms?</p> |
| | 15.00 | Summing up Plenary | Next Steps, Next Time | <p>Linda Scott DP World Chair for Entrepreneurship and Innovation Saïd Business School</p> <p>Melanne Verveer Executive Director Georgetown Institute for Women, Peace and Security Georgetown University</p> | <p>In the final session, we will follow tradition and debrief the event, discuss next steps, and make plans for the future.</p> |
| | 15.30 | Closing afternoon tea Main Reception Foyer Saïd Business School | | | |