



INSPIRING ACTION  
&  
LEADING CHANGE

THE LARGEST WOMEN GATHERING  
IN THE MENA REGION

13<sup>TH</sup> & 14<sup>TH</sup> OF OCTOBER, 2019

# AGENDA

Organized by

**OBAI & HILL**

PR & DESIGN AGENCY

# PROGRAM OVERVIEW

## **YOUR NAME AS A SYNONYM FOR SUCCESS**

Let your name be mentioned when the current topic is success; that does not happen if you follow the typical ways and definitions. This session is for you to create your own path of success, and for you to change your perception of what the common idea of success is.

## **MIRROR MIRROR, AM I THE MOST CONFIDENT OF THEM ALL?**

Social media can deceive us to showcase that all individuals are living their best life with no insecurities. In a world where women are challenged to always feel confident and not be affected by negativity or cyber bullying, how can we cultivate confidence?

## **PLANTING SELF LOVE**

How many of us scroll through Instagram on a daily basis, and find endless pictures of "flawless" women with clear skins, an attractive body, and a bright smile and desires to be the person in that picture? In an age of constant exposure and social media, women are expected to look in certain ways now more than ever. This is where self-love and self-growth is important; learn how to shut off the society's voice and listen to yours, and how to only let kindness in from the door.

## **A BRIDGE OF LESSONS IN BETWEEN 2 DECADES**

When a woman has embarked the journey for twenty years, she has made many mistakes and challenged many obstacles. What are the lessons learnt by our two speakers within the past 2 decades, and how can the future generations be prepared to face their challenges?

## **CREATING A SOCIAL EFFECT**

How can you build a social affect and a following, and how can you enhance brands' images as a brand ambassador and a social media influencer? This session invites us to sit with Nuha Nabil in a conversation about her personal brand, her social media influence, and her strategy in sustaining herself as an influencer.

## **BEYOND THE BUZZWORD**

Representation and diversity, two words often misunderstood and confused with other concepts and application methods. This is a conversation to understand diversity locally, regionally, and internationally, and learn how we as change makers, can onboard our societies within the diversity ship.

## **YOUR IDEA IS THE MISSING PIECE**

How can we make a difference in a world where problems continuously arise and differ? And why does our voice matter? If you are angry about a cause, how can you hold hands with anger to fix a broken world?.

## **MY FAVORITE PERSON: MY CUSTOMER**

When creating a brand, we are often creating an experience we want others to explore and live. Every individual who lives our brand's experience is the most important person at the creator's present. This session brings 2 women with their own unique brands to talk about how their relationship with the customer is a never-ending love and hate one.

## **WHAT DOESN'T KILL YOU MAKES THE JOURNEY MORE DIFFICULT**

Difficulty in your journey to success is expected, however, difficulty can demotivate you or break you to the point of quitting. How can a woman overcome the bumps on the road to her dreams, and what is the needful mindset for it.

## **THE ELEPHANT IN EVERY ROOM: MONEY**

Within every gathering, nobody is willing to bring up the topic everyone would gladly have an input to "money". As women, we are consumers and creators of the consumed, but we don't talk about the money that allows us to do so. This session is created as an open floor to talk about our relationship with money.

## **WRITING "HER" IN THE CODES**

Margret Hamilton was 33 when she led the Apollo 11 mission in 1969. Today, where do women stand an era of VR and AI? In TIME's 20 Most Influential People in Tech Right Now for 2017, only 5 were women. How can we create a bigger space for women in tech, and what are the risks of not doing so?

## **THE COLORFUL ROAD IS A BUMPY ONE**

When deciding to be a creative who gets paid, are you taking a risk or making the best decision of your life? Building your brand and shinning as a creative within the region can be challenging, but how can you overcome the financial obstacle and create yourself a world of colors?

# PROGRAM

## **WHERE DOES THE SUCCESS CHAIR FIT IN THIS ROOM?**

In 1929, Virginia Woolf published *A Room of One's Own*, a book about the right of a space for each woman to be isolated with her craft. In 2019, public and private spaces are still a matter of discussion and thought. In this session, we ask the questions of how can you create your own space, whether to practice your hobby or craft in, or to isolate yourself from your responsibilities as a woman and society's forced roles on you? And how can you, as a woman, demand that space within every place in your life.

## **MASTERING THE ART OF NEGOTIATION**

Assertiveness and confidence are two skills that require practice, persistence, and guidance. Asking for what you earned- whether a better position at a job, a raise, a salary, or credit can be challenging. No one is born with a certificate of negotiation, and this session is for you to master it.

## **FAMILY LIVES ARE CHANGING**

Families are smaller now, both due to parental responsibilities and the unstable economy prices. As a parent, you always want to provide the best to your children and you would be able to juggle family life and a career, without feeling that you're shortchanging one or the other. Smaller families also tend to promise well-nourished and healthy family affiliates along with parental relationships.

## **PARENTAL INVESTMENT**

People are now in very high esteem with most of their beliefs being inseparable from the Arabic language. The Arab identity is rooted primarily and solely in language and culture with creates a sense of belonging and identity to an individual, mainly children.

## **CLOSING THE GENDER GAP IN STEM FIELDS: WHY IS IT IMPORTANT AND WHAT CAN WE DO TO HELP?**

This panel looks to explore the component factors that create and perpetuate gaps in the labour force; spark initiatives to break down barriers in gender parity in terms of access to health, education ,economic opportunity and empowerment. Panelists shall tackle what can be done to promote diversity and equality in STEM in Bahrain and beyond.

# PROGRAM

## **SHE'S BEHIND THE SCENES**

Wonder Woman's director Patty Jenkins said "When I saw the Superman movie the first time, I wanted to be super woman." an idea that led her to create a block-buster and a movie adored by millions. What does the future hold for women within the film industry, and how can women with the region hold their cameras and shift history? This session is a conversation with Nayla AlKhaja as a time to be inspired, and ask questions.

## **THEY DON'T TELL YOU WHAT YOU'RE SUPPOSED TO HEAR**

There's a secret book that contains what you need to hear when you're an ambitious young woman, and no one shares that book with you. Through our summit, 3 women will sit with us and tell us all about what we are supposed to hear.

## **THE ROAD LESS TRAVELLED IS YOURS**

In order to build your empire and sell your product or services in an international matter. You are required to sacrifice and give a lot of your time, effort, energy, and love. This session invites us to embrace the process we go through to achieve our entrepreneurial goals.

## **WELLNESS IS ACHIEVED, AND NOT BORN WITH**

You do not have to sacrifice a unicorn and throw it in a volcano to reach wellness, nor do you need to follow crazy-diet plans and spend 23 hours a day at the gym to have a healthy body and a healthy mind. You do however; need to work hard to create a balanced life. This session is a conversation about redefining our perception of what is "healthy" and what the word "wellness" means; physically, mentally, and emotionally.

## **BRANDING BOOTCAMP**

Growth Hack 101: How to turn social media into a money-making business.

## **HUSTLE HALL**

Managing a side hustle and a full time job is not as hard as you think it is, all you need is our 101 guide on how to have it all!

## **READY FOR TAKE-OFF?**

(Women in aviation)

## **CARVING THE KEY OF TRIUMPH**

In this session Raha Moharrak speaks to us about her story and how she created her own tools to be the youngest Arab and the first Saudi woman to conquer Mount Everest and how you can learn the appropriate skills that enable you to not follow, but lead your own way.

Is it true that success is achieved through setting your focus on your goal and not the process? Two women who are highly achieved and influential tell us about how committing to their goal was the way they reached them.

## **I WILL THRIVE: FROM LIFE CRISES TO FEMALE ENTREPRENEURSHIP**

People who experience such difficult situations in their lives tend to adapt escaping mechanisms to deal with their hard reality. This mechanism can lead to two paths: those who are never able to pick themselves up from the trauma and those who manage to convert their negative experience to a source of drive and power. The focus is on the latter group. How do we cope with such difficult situations in their lives? How do we come out of such crises and thrive?

## **ARE ALL FREELANCERS BROKE?**

This session is a freelancer's guide to survive in a world of corporates. How can you commit to your passion and make money out of it?

## **ELEVATING YOUR BRAND**

The director of retail at Easa Saleh Al Gurg Group LLC and the board member of many institutions, Muna Algurg talks to us about her brand as a woman, and how she has prospered through hardwork and dedication.

## **FIRST LADIES OF THE SOCIETY**

Being a partner of a leader/entrepreneur has its pros and cons. Many entrepreneurial researchers reported how vital the wife/support network was in an entrepreneur's life. Besides the marriage, we'd like to focus and shed the lights on the wives who have their own business, coordinate CSR projects and develop community based activities.

## **STORY OF YOU**

Your personal brand is your biggest asset. How can you enhance it and amplify it for your personality to stand out which can assist you in creating a brand that could support you in your career, business, and much more.

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## **TURNING IDEAS TO A SUCCESS STORY**

Great ideas are all around, but the success comes from the application. This session will assist you in determining the right pitch, the right funding, system, and partners for your business.

## **HER PERFECT SHOT**

Women within the film industry has always been a matter of discussion, are female directors better than male directors? Does the sex of the producer/screenwriter/director matter when it comes to the production of a story?

## **LAUGHING AT A BROKEN WORLD TO HEAL THE WORLD WITHIN YOU: HOW CAN YOU USE HUMOR TO LOOSEN UP, AND TAKE A BREAK FROM THE CONTINUOUS BAD HEADLINES**

How can humor be your way to spiritual and mental healing? In this session, Fatima Saad sits with us in an intimate conversation about comedy, humor, and its necessity in our lives.