

CONFERENCE PROGRAM

Friday, 6th November 2009

Leadership in the 21st Century

The New Approach to Leadership as seen by Women

09:00	Registration & Networking
	Welcome to the EWMD Conference
	João Duque - President of ISEG
09:30	Teresa Correia de Lacerda - President of EWMD Portugal
	Leadership in the 21st Century
	Guest Keynote Speaker:
09:45	Ronald Goovaerts – Entrepreneur and Founder of Creative Mental Power Thinking, Feeling & Acting™
10:30	Coffee Break & Networking 30'
	First Panel: Leaders as Changing Agents – how to lead in a turbulent environment
	Speakers:
	Rosália Amorim - Editor of Exame and Author of "O Homem Certo para Gerir uma Empresa é uma Mulher"
11:00	Susana Carvalho - CEO of JWT and President of APAP - Associação Portuguesa das Agências de Publicidade e Comunicação
	Ana Dias - Director of Development & Leadership at PT
	<i>Moderator: Isabel Rodrigues - Principal Specialist at Heidrick & Struggles</i>
	EWMD Female Leadership Award – Presentation of the Nominees
	Speaker:
12:30	Rosália Amorim - Member of the Jury, Editor of Exame and Author of "O Homem Certo para Gerir uma Empresa é uma Mulher"
	Award Delivery
12:45	Rosalina Machado – Member of the Advisory Board of EWMD Portugal
13:00	Lunch & Networking 1.30 h

Sponsor



Support



Media Partners



Second Panel: Social Entrepreneurs - how to create social value

Speakers:

14:30 **Nicholas McKinley** - CEO of Aga Khan Foundation Portugal

Rui Martins - Corporate Communication and Public Affairs Director at Dianova

Moderator: Rute Sousa Vasco - Editorial Manager of VIDEONOMICS

15:30 Coffee Break & Networking 30'

Third Panel: Corporate Social Responsibility – how to implement a CSR strategy

Speakers:

16:00 **Rui Loureiro** - CEO of Sair da Casca

Teresa Duarte - Member of the Steering Committee of RSO-PT (Portuguese Network for Organizational Social Responsibility)

Moderator: Helena Oliveira - Editor of VER – Valores, Ética e Responsabilidade

Summary Talk

Speaker:

17:00 **Ronald Goovaerts** – Entrepreneur and Founder of Creative Mental Power Thinking, Feeling & Acting™

Closing Session

17:30 **Filomena Ferreira** – Board Member of EWMD Portugal

Sponsor



Support



Media Partners

