



On behalf of WIA Europe, we kindly invite you to participate in the following panel discussion in Bremen:

## "It is all in the mix" How to engage men in gender initiatives?

"The gender gap in leadership that is so common in many organizations represents a significant missed opportunity for business. The notion that women are good for business is one that more and more companies are acting on.

Yet despite their best efforts to tap women, many organizations have fallen short of their goals. One reason is that too many gender initiatives focus solely on changing women—from the way they network to the way they lead. Another reason is that too many organizations look to women alone to change the organizational practices that maintain the status quo. To accelerate change, we need to stop treating gender as if it were just a woman's burden.

Organizations must enlist both women and men to work together as allies in changing the organizational norms and structures that perpetuate gender gaps". But how can we engage men in this common goal?

We are happy to announce the following panel discussion members:

- **Marion Guérin**, Owner Paradigma Coaching
- **Helmut Luttmann**, Head of ISS Operations, Astrium Space Transportation
- **Magdalena Gatzka**, Dipl.-Psych., Helmut Schmidt University Hamburg
- **Peter von Kampen**, Chief Financial Officer, ZARM Bremen
- **Nadine Wendt**, Owner of Creative Talent Training

Moderator: Matthias Hill, Hill Media

The event will take place at

**"Villa Ichon"**  
Goetheplatz 4  
28203 Bremen

**on Thursday, April 26th 2012 at 19:00**

An **admission fee of 8 €** per person is raised to provide for the buffet and beverages at the venue, to be paid upon arrival.

If you wish to attend, please register by email to [wia-bremen@gmx.de](mailto:wia-bremen@gmx.de) by **Thursday, April 19th 2012**. Limited seats available.



## Agenda

- 18:30 Doors open, networking
- 19:00 Welcome, introduction of panel guests
- 19:10 Opening speech: Differences of female and male leading style,  
Marion Guérin, Paradigma Coaching
- 19:30 Discussion moderated by M. Hill involving all panel guests and the audience, around the following aspects:
- Differences in motivation for leadership for men and women
  - Impacts on willingness to support gender initiatives
  - Possibilities to improve involvement of men
- 20:45 End of official discussion, networking (buffet and beverages)

We thank our event cooperation partners:



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We also thank our WIA corporate members:



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