



Women in MACH 2024

AGENDA

DAY 1 // SEP 16

REGISTER FOR WOMEN IN MACH

TIME	SESSION	WHERE
16:00 pm	DOORS OPEN	
16:00 - 16:15 pm	Welcome and opening speech by Holly Hall, MACH Alliance & Jimmy Adams, WPP	Amphitheatre
16:15 - 16:45 pm	Welcome : Isabell Aakervik on Women in MACH Ambassador	Amphitheatre
16:45 - 18:00 pm	Meet your Mentor / Mentee, general networking (open space) and Women in MACH Ambassador Meet-up	Amphitheatre / Sunset
18:00 - 19:00 pm	End	Level 12 Rooms

DAY 2 // SEP 17

TIME	SESSION	WHERE
8:00 - 8:45 am	BREAKFAST	Sunset Restaurant
8:45 - 9:00 am	Welcome - Jasmin Guthmann, MACH Alliance & Josie Klafkowska, VML	Amphitheatre
9:00 - 9:30 am	Fireside Chat : Breaking Barriers, Building Futures / Debbie Ellison, Global Chief Digital Officer, VML	Amphitheatre
9:30 - 10:10 am	Panel : The systemic challenge of perception - battling inherent bias : Miya Knights - Director, Retail Technology Magazine, Christelle Dexet - Director, Field & Partner Marketing, Algolia and Todd Harris - SVP, Global Strategic Alliances, Valtech. Moderated by Amber Bartholomeusz	Amphitheatre
10:10 - 10:45 am	Sponsored Roundtables: Coveo - Why Women are critical for the future of AI	National
10:10 - 10:45 am	Sponsored Roundtables: Valtech - Get in the driving seat of your career, now not later	Hayward
10:10 - 10:45 am	Sponsored Roundtables: commercetools - Women-Led Startups: Challenges and Successes of Women Entrepreneurs in securing, funding and scaling their businesses	Festival
10:10 - 10:45 am	Keynote : EnlightenHER session on stage "From Brand to Tech". Panelists: Giles Smith, Shraddha Soman, Katarzyna Maria Banasik, Mirawa Mikus and Sezin Cagil. Moderated by Serena Chaudhry Pandey	Amphitheatre
10:45 - 11:15 am	COFFEE BREAK	Sunset Restaurant
11:15 am - 12:00 pm	Keynote : Launch of DEIB Scoring Tool / Dr. Rabea Tamm	Main Stage
12:00 - 14:00 pm	LUNCH BREAK & NETWORKING	Sunset Restaurant
14:00 - 15:30 pm	5 DIFFERENT WORKSHOPS (GROUPS OF 15-20 PEOPLE)	Breakout Rooms Level 12
	Workshop 1: Manifesto update / Stephanie Forbes, commercetools	Sunset Restaurant
	Workshop 2 : Mastering Negotiation: Strategies for Equal Pay and Benefits in Tech / Seth Bindernagel, VP Marketing, Commercelayer	Hayward

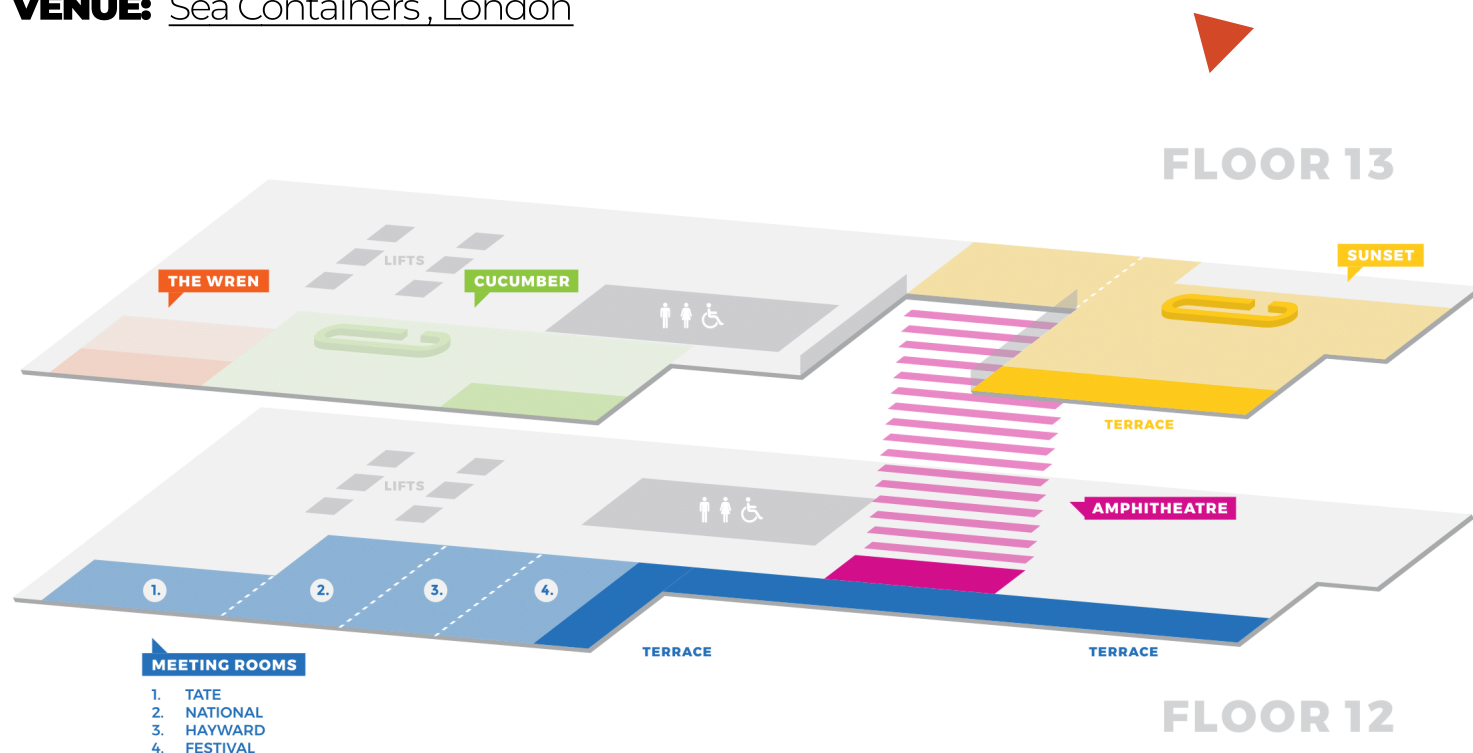
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AGENDA

DAY 2 // SEP 17

TIME	SESSION	WHERE
	Workshop 3: Overcoming Imposter Syndrome: Learn strategies from women along different professional levels / Dom Selvon, CTO, Apply Digital and Olivia Xenia Mahay, Head of HR, Actindo	Tate
	Workshop 4: Mentorship: Strategies to build your mentoring skills to better support your mentees. / Preseetha Pettigrew, VP Partnerships, Contentstack	Festival
	Workshop 5: Leadership: How to learn and grow into a leadership position? / Jasmin Guthmann, Head of Corp. Communication, Contentstack and Jen Chang, VP of Partnerships, Vercel	National
15:30 - 16:00 pm	Workshop Highlights	Amphitheatre
16:00 - 16:30 pm	COFFEE BREAK	Sunset Restaurant
16:30 - 17:00 pm	Top 3 actions for 2025 - Be part of the global movement	Amphitheatre
17:00 - 17:15 pm	Wrap up the day	Amphitheatre
18:00 pm	Close	

VENUE: Sea Containers, London



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