

12th June 2020

THE 6th INTERNATIONAL
EAST MEETS WEST CONFERENCE:

CONNECTING THE DOTS

The Theme

The world around us is constantly changing and asking from all of us flexibility in thinking and finding **new ways to progress the LGBTI community**. From governments and officials we see the support towards the work of the many NGO's gradually decreasing. On the other hand, we have become aware of the potential of the changed perception of **Corporate Social Responsibility**. This truly has a positive impact on the LGBTI community, including LGBTI businesses. Does it mean we have to change sides, abandon the social action and turn fully towards business? Not at all! East meets West believes that **connecting the 2 dots, social action and a business focus**, will boost our efforts in such a way that **1 + 1 = 3!** On our Conference we will show how to connect the dots and boost the results of your efforts. The motto "Connecting the Dots" has under the current circumstances an additional meaning. By running an **online conference** we connect people across Europe and even beyond, also overseas representatives.



We are pleased to join forces and run this 2020 Conference in partnership with The European LGBTI Chamber of Commerce and its European members.

The Program

The schedule is in **CET** (Central European Time Zone)

9:30 – 10:00

Warm-up Time

Get your laptop, tablet or smartphone on stand-by and find a comfortable place to sit. Enter the virtual conference room, have a look once again at the program, the speakers and get ready for an awesome Conference day! During this warm-up time our international guests and supporting partners will greet you and wish a very good morning.

10:00 – 10:15

Official Opening

Welcoming the participants of the 6th International East meets West Conference.

- *Norbert Kettner, CEO of Vienna Tourist Board, Austria*

Message of the Co-Founders

Pavel and Ludo together with the Supporting Partners are welcoming all participants to their 6th International East meets West Conference and introducing the theme of the Conference: 'Connecting the dots!'

- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*

The Morning Power Talk

Our Special power-talk greeting from Germany's Top executives.

- *Katja Kraus & Katrin Suder, Founders of TAE (Think, Act, Effect), Germany*

10:15 – 10:55

A Look from the East and a Look from the West

Having been on the agenda of the 5 previous conferences, this item has acquired the seal 'traditional'. The idea behind it is as simple as it is successful. From our ever-growing network we select 2 participants from the Eastern part of Europe, and 2 from the rest of the world. In a panel discussion, they share with you positive but also saddening testimonials but always realistic updates on the happenings in their local LGBTI communities.

- *David Micallef, Member of The Board at Melbourne Queer Film Festival, Australia*
- *Alex Dubovik, ALLY-Lead in Russia at Accenture, Russia*
- *Evangelos Chouliaras, Spokesperson of Thessaloniki Pride, Greece*
- *Alicja Sienkiewicz, LGBT-FREE ZONES PROJECT, Poland*

10:55 – 11:05

A Look from the East... extended!

It is the first time we add an extension to our classics the 'A Look from the East and a Look from the West'. We have a good reason for it, the situation of LGBTI+ people in Central Asia. Soon "Deafening Silence" will reach the world and we offer you a preview and exclusive insights. The heroes of this new documentary movie are Tajik people, but the problems they refer to are characteristic of an entire region.

- *K.R., Founder of Human & Art Laboratory, Tajikistan*

11:05 – 11:15

Coffee Break

11:15 – 11:30

A Successful Marriage of Convenience

KEYNOTE

The COVID19 has not only perturbed our personal and social life, but it certainly disrupted also our economic life. But perhaps surprisingly, some entrepreneurs saw this as an inspiration to find new ways to develop their business ideas. Others kept on going further and developed their new innovative ideas without losing their belief in success.

- *Nedra L. Dickson, Global Supplier Inclusion & Sustainability Lead at Accenture, USA*

11:30 – 11:45

KEYNOTE

The Economic and Business Case for Global LGBTI Inclusion

Finding data and scientific analyses about the LGBTI community is an always returning frustration for everybody wanting to develop a strategy based on facts and not on sentiments. But there is a growing evidence that inclusive cities are not only more economically competitive, but are more innovative, are talent hot-spots and have a higher quality of life.

- *Jon Miller, Founder of Open for Business and Partner at Brunswick, The United Kingdom*

11:45 – 12:00

KEYNOTE

From ERG to CSR, Recognizing a Huge Potential

More and more companies have Employee Resource Groups (ERGs), groups of employees who successfully drive the Workplace Inclusion in their professional environment. We consider it just a step in the direction of a fully developed Corporate Social Responsibility (including the LGBTI subject) when companies consider it an integrated part of their core business.

- *Nikita Baranov, Innovation Enthusiast and LGBT+ Evangelist at METRO Group, Germany*

12:00 – 12:20

The GaYme Changer

Supported by up-to-date research and illustrated by fascinating stories, Jens Schadendorf has traced the LGBTI community and an increasing number of their allies from across the globe to discover the start of a revolution. In his book "The GaYme Changer" he shows how the LGBT+ community and their allies are changing the global economy and includes more than 100 interviews up to C-levels. The book had tremendous success on the German market and an extended and updated English edition forthcoming by December 2020.

- *Jens Schadendorf, Author and Economist, Germany*

12:20 – 13:00

Lunch Break

13:00 – 13:10

After-lunch Activation

And you thought you would miss your daily work-out because of the Online Conference? In no way! We have with us the leading Fitness Guru from Austria. Get up, join the exercise and get fit so you can continue the rest of the Conference in the best of spirits!

- *Armin Kohlberger, Founder of Armin Kohlberger Fitness, Austria*

13:10 – 13:35

The EGLCC – a Sleeping Beauty or a Driving Power for LGBTI Businesses?

The European Gay & Lesbian Chamber of Commerce (EGLCC) had its inauguration at the 2019 East meets West Conference in Vienna and since then, the member Chambers have put a great effort in developing the EGLCC and tackling numerous challenges on all levels. They will share with you the journey they made up to now, and their effective strategy for the future.

- *Fabienne Stordiau, Member of the Board at the The German LGBTIQ* Business Chamber*
- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*
- *Tobias Hofelt, President of the Scandinavian Gay & Lesbian Chamber of Commerce*
- *Norbert M. Grillitsch, Member of the Board at the Italian GLBT Business Chamber*

13:35 – 13:40

Quick Break

13:40 – 14:20

Breaking-down the Borders

The LGBTI community knows a lot of heroes, men and women who by their actions impacted not only their own life but the life of whole groups, sometimes of whole generations. We are happy and proud to have with us three such heroes who will share with you their personal inspiring stories.

- *Germán Henao, The Face of the First ever LGBTI campaign #LoveIsLove by Coca-Cola, Hungary*
- *Alexa Michelle Schwarz, Transgender activist, Glen & Glenda, Austria*
- *Jan Krc, The LGBTI Icon of The US Foreign Service of the Last 37 Years, USA*

14:20 – 14:30

Power Break

14:30 – 15:30

Parallel Break-out Sessions

This morning we gave the stage to 3 prominent speakers to cover the key-note speeches. Now its your time to get involved! We open 3 virtual break-out rooms to give you the opportunity to more participate in the discussions. Decide which parallel session you want to join and ask questions and, why not, challenge the panellists!

BREAK-OUT

1.

#1: COVID19 and Entrepreneurship

The morning key-note speech by Nedra contained not only a lot of food for thoughts, but it might also have raised questions. We have for this special break-out invited next to her, guests who are living examples of real hopeful entrepreneurship in these troublesome COVID19 times.

- *Nedra Dickson, Global Supplier inclusion & Sustainability Lead at Accenture, USA*
- *Rob Curtis, Chief Product Officer at First LGBTI Bank "Be Money", The United Kingdom*
- *Doriana De Benedictis, Head of Diversity & Inclusion at EY, Italy*
- *Mayank Shah, Founder & CEO at MSDUK, The United Kingdom*
- *Laco Hudec, Founder & Owner at VeciVeci, Slovakia*

BREAK-OUT

2.

#2: The Economic and Business Case for LGBTI Inclusion in CEE

Were you impressed by the ground-breaking work done by the Open For Business coalition? Moreover, they started to build a data-driven economic case for LGBTI rights in Eastern Europe and will run this break-out as an interactive session with business leaders, activists, and academics who will provide input and shape your thinking. This way also our CEE guests can make the foundations of their work way stronger.

- *Drew Keller, Global Program Director at Open For Business, USA*
- *George Perlov, Eastern Europe Program Lead at Open For Business, Germany*

BREAK-OUT

3.

#3: From ERG to CSR, a Yellow Brick Road to Follow

Is the Corporate Social Responsibility really a huge opportunity for the LGBTI community? And if yes, how to get involved in it, how to 'speak CSR' when dealing with the business world? We have gathered a team of professionals who feel in CSR like a fish in the water and who will be your guide. So join the discussion and fully take advantage of their know-how.

- *Fabrice Houdart, Managing Director for Global Equality Initiatives at Out Leadership, USA*
- *Tlacaebel Benavides, EMEAI Marketing Director at Dow, Switzerland*
- *Adéla Horáková, Advocacy Director at "Jsme Fér" (Czech marriage equality campaign), Czechia*
- *Nikita Baranov, Innovation Enthusiast and LGBT+ Evangelist at METRO Group, Germany*

15:30 – 15:40

Power Break

15:40 – 16:40

2nd Parallel Break-out Sessions that Connect the Dots

In the next 2 parallel break-outs, we really 'connect the dots'. On the one hand we offer LGBTI owned and managed businesses the chance to meet large corporates and look for cooperation opportunities. On the other hand we want you to meet 6 quite different NGO's and get to know the great work they do. And you will agree, connecting these 2 'dots' creates a real boost!

BREAK-OUT

A.

Business Match-making Session

When do you as an LGBTI owned and managed business have the occasion to pitch your company and business idea to sales and procurement executives from large companies? At this virtual market place we bring both parties together and tap on new business opportunities.

- *Vit Lichtenstein, Head of Technology Scouting & Business Development, Tel Aviv, Israel*
- *LGBTI Owned and Managed Businesses*
- *Corporate Sales and Procurement Executives*

BREAK-OUT

B.

Open Mic for our East meets West Network

East meets West gives the Conference mic to its growing network of LGBTI professionals and organisations. We selected six of them who deserve to be better known as they deliver a great added value to our community. Lend them your ear, you will be impressed! And perhaps you will be inspired to take own new action!

- *Aida Malkic, Program Manager at Sarajevo Open Centre, Bosnia & Herzegovina*
- *Stef Girstmair, Queer Base - Welcome & Support for LGBTIQ Refugees, Austria*
- *Matthias Kuske, Project Manager at Deutsche Aidshilfe, Germany*
- *Christopher Samsa, The Gay Happiness Project, The United Kingdom*
- *Dragana Todorovic, ERA – LGBTI Equal Rights Association for Western Balkans and Turkey, Serbia*
- *Jurgita Kupryte, Director and Co-founder of SOPA and The Lithuanian Diversity Charter, Lithuania*

16:40 – 17:00

East meets West 'Pat on the Shoulder' Awards

We from East meets West meet people, NGO's and businesses that are just very good in what they do. We want to honour 3 categories and give the winners a pat on the shoulder, an encouragement wrapped in the virtual thank you hug together with an original East meets West 2020 Award Trophy.

Closing Words

- *Pavel, Ludo and the Conference Backstage Team*

Online Streaming and Speakers

Reflecting on the current **situation in the world** we needed to re-think the Conference **set-up**. **By announcing the 2020 East meets West Conference we gave a promise to our network, supporting partners and allies.** The 2020 Conference **is an ONLINE event, the first of its kind in our region!** With this we are tapping into a huge potential of such an online endeavour and 'Connect even more Dots'. In our previous events we have shown, in spite of being a small organisation, that we at East meets West have a very **high professional standard and focus on delivering real value.**



Registration

Registering and attending the International East meets West Conference was never this easy. By clicking (or tapping) on the magic REGISTER button below, you enter the complete new online world of the 2020 Online East meets West Conference. As we are not insensitive to the effect of COVID19 on everyone's work, we are happy to offer to all of you, the participation to **the 2020 Conference for free!**

FREE

For any questions, please do contact us by emailing events@eastmeetswest.eu

Register here

Supporting Partners

Organising the 6th International East meets West Conference in Vienna would not be possible without the kind support of the following partners (as of June 3):

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About East meets West

Founded in 2013 in Vienna, Austria, East meets West is a network of LGBTI professionals from Western & (primarily) Eastern Europe. East meets West facilitates the exchange of ideas, the sharing of best practices and generates mutual inspiration to improve the social acceptance of LGBTI men and women in the different countries. The East meets West brand has two pillars. East meets West Social has a catalyst function in the LGBTI organizational ecosystem by connecting NGOs, diplomatic representatives, officials, corporate players, entrepreneurs and variety of other inspiring personalities. East meets West Business is the facilitator of awareness on LGBTI businesses and that LGBTI men and women can be successful entrepreneurs and become role models inside and outside the LGBTI community. East meets West is also the founding member of the EGLCC, The European LGBTI Chamber of Commerce.

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