Vienna, Austria

5th International
East meets West Conference

BREAKING THROUGH THE GLASS CEILING

June 14, 2019

The East meets West Conference 2019 is the 5th annual signature meeting of the East meets West network. Once again an international public will have the unique opportunity to discuss LGBTI topics with a social and business focus and enjoy an environment for efficient networking. So, join the 5th Conference and meet the East meets West network of entrepreneurs, corporates, NGOs, ERG’s and diplomatic representatives of which many join us for the first time! The dress-code is as always business casual.

The Theme

The Business world remains the ultimate glass ceiling the LGBTI community needs to break through. Despite business being the biggest influencer of social change, by now we only scratched the surface of its potential. The Conference will tell how to break through this final barrier, this ultimate glass ceiling.

The international Conference is the Signature event of East meets West and welcomes people from over 20 European countries and overseas delegations. The agenda is filled with a variety of topics, treated by international speakers who will not only cover specific subjects, but gradually they will lead you to a better understanding of the Conference’s theme. It will become clear how also you can contribute by giving the LGBTI business community the push to get their rightful part of the total business cake. And finally, East meets West will share with you their own model on how to ‘Break through the glass ceiling’.

The Venue

We are proud to share the Venue of this year's East meets West Conference, the Hotel SO/ Vienna. Situated at the banks of the Danube Canal, it is a spectacular distinctive feature building in the heart of the city of Vienna. Designed by the team of Jean Nouvel and only opened in 2011, its bright ceilings shine down to the streets. The front facade slopes over the entrance and the walls are pure glass over the 5-story lobby,... the perfect place to try to "Break through the glass ceiling", the theme of our conference. We are happy to welcome you there.

SO/ Vienna
Praterstrasse 1, 1020 Vienna, Austria
www.so-vienna.com
11:00 – 11:50
The Underrepresented Minorities in Business Environment
Looking at today’s business world, we see a very traditional environment with many minorities trying to break through this famous glass ceiling. What to say about the role of women on a managerial or board level or the misconceptions about the valuable role elderly and disabled people can play in any business and recently we were confronted with skilled refugees and immigrants and their challenge to find their role in business world.

11:50 – 12:15
The Channels of Influence
More and more Corporate businesses recognise they have the responsibility and the power to drive social change, also for the LGBTI community. Diversity Charters and the UN Code of Conduct define how to act in the Public Sphere on LGBTI Inclusion and an increasing number of companies sign such declarations. How Corporates can avoid ‘Pink-washing’ and rather use their leverage in a productive way, we will discuss in this slot.

12:15 – 13:00
Energy Break

13:00 – 13:15
Breaking Through the Glass Ceiling
Pavel & Ludo introduce the 2nd part of the day, sharing their findings from working already a longer time on the topic of LGBTI businesses.

13:15 – 14:00
Focus: ERGs
The first actors when ‘breaking through the ceiling’ are the LGBTI ERG’s (Employee Resource Groups). Such LGBTI groups have the power to influence the LGBTI agenda within their company. We are happy to share with you best practices and invite you to copy & paste!

14:00 – 14:45
Focus: NGOs
There are countless LGBTI NGOs that have been very successful in improving the social status of their local LGBTI communities. We also see many NGOs looking to extend their focus and reach out to Corporates and become more active in a business oriented environment.

14:40 – 15:15
Energy Break

15:15 – 16:00
But it takes 2 to tango!
There are 2 key players that finally must be connected. First, the small & medium LGBTI businesses that need to come out and understand the benefits of such a move. Second, the Corporate players that need to create the space to develop an inclusive and diverse supply chain and by doing this, unlock the benefits such a new cooperation can offer.
18:00 – 20:00  The Hotel of Preference
Arriving to the 2019 East meets West Conference from abroad? Our international guests can use the special conditions at one of the two hotels of the Accor Group. Opened only in 2017 in Vienna, directly by the Vienna main train station, right in the heart of the Belvedere district, experience either the 4-star comfort of the Novotel Wien Hauptbahnhof or the contemporary comfort of the ibis Wien Hauptbahnhof.

ibis Wien Hauptbahnhof *** EUR 93,00 single / EUR 116,00 double room
Novotel Wien Hauptbahnhof**** EUR 139,00 single / EUR 160,00 double room
(all mentioned rates are per room and night and incl. full buffet breakfast, all taxes and service charges)

Book directly at the hotel by emailing to H8565@accor.com and referring to East meets West Conference. For further details or questions, call +43 1 909 2266 or get in touch with us at East meets West under events@eastmeetswest.eu. The special conditions are valid until 30.4.2019.

16:00 – 16:45  LGBTI Chamber of Commerce as an Answer
With all this knowledge on how to move forward, you still need a driving force in your local environment to make all ends meet like linking the small & the large businesses and do the certification of smaller LGBTI businesses. To fill this gap we need an LGBTI Chamber of Commerce!

16:45 – 17:45  The First EGLCC*Match-making Session
You certainly know what speed-dating is, right? Surprise yourself and enjoy our first Match-Making Session where small businesses present themselves to interested large Corporates. Just plunge yourself as a small, ambitious LGBTI business in a face to face meeting with new business partners and who knows... you might ‘get married’. You ain’t seen nothing yet!

* European Gay & Lesbian Chamber of Commerce

18:00 – 20:00  After-conference Program
Continuing the First EGLCC Match-making Session over a drink and celebrating together the unique experience of the 5th International East meets West Conference.

Registration
The registration will open on May 1st but you can already now pre-register to the Conference and by doing this avoid missing any important news and announcements. East meets West understands that sometimes the participation of an NGOs or an individual might need an extra support. Contact us under events@eastmeetswest.eu to find out more about conditions to enjoy our fee-waver program.

More about Vienna
When planning your participation, why not prolong it with few extra days and enjoy the unique Vienna atmosphere and of course, not to forget, the Vienna Pride on Saturday, June 16th. As an appetizer, we add here very useful links from the Vienna Tourist Board:

https://www.wien.info/en/vienna-for/gay-lesbian
https://www.wien.info/en
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.