Women In Leadership
Achieving Success while Cultivating Opportunity

Riyadh, KSA

4th & 5th March 2020
In Conjunction with International Women’s Week

The first step towards getting somewhere is to decide that you are not going to stay where you are.

J.P Morgan

Evolving from one success to another – There are many ways to move forward but only one way to standstill, progression is vital for enduring success.

Featuring an Expert Panel of Speakers, Thought Leaders and Moderators:
Farah Zafar Chief Legal Officer – Amaala
Public Investment Fund (PIF), KSA
Board Member – Public Investment Fund (PIF)

Jane Vall Executive Director
GCC Board Directors Institute, UAE

Wala’a Shaheen CFO
Microsoft, KSA

Hanan Olayan Board of Directors of the Saudi Aramco Employees Association (SAEA)
Saudi Aramco, KSA

Noha Hefny Managing Director & Founder
She is Arab, UAE

Moudhi Al Jamea General Manager – Digital Technology
Saudi Telecom Company (STC), KSA

Vivian Jamal Executive Director – Marketing & Communication
Bahrain Economy Development Board, Bahrain
Board Member – Bahrain Development Bank

Featuring an Exlusive Workshop:
Emotional Intelligence & Its Influence on Leadership
In today’s highly competitive fast paced work environment, the organisations that will succeed and thrive are those that recognise and develop the Emotional Intelligence (E.I.) of all employees throughout their organisation

Facilitated by an Internationally Recognised Leader:-
Dr. Patty Ann Tublin CEO & Founder
Relationship Toolbox, New York

She is the CEO & Founder of Relationship Toolbox LLC, a training and development consulting firm specialising in the development of emotional intelligence and other “soft” skills that promote optimal individual and group performance that impacts the bottom line. As a relationship, Communication and Emotional Intelligence expert, Dr. Patty Ann understands that Human Capital is every company’s most important asset

Testimonials from Past Boardroom Related Events:
Overall great programme, very useful information and updates that has certainly help to put my role as a Company Secretary in better perspective.
ExxonMobil

It was a very fruitful experience, the topics were very interesting.
Batelco

Well organised, good speakers and excellent chairman.
Bahrain Airport

I had an excellent experience with marcus evans, I indeed benefitted a lot from this event.
Dubai Islamic Bank

Well organised event with insightful approach to topics.
Zain Group

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**Wednesday 4th March 2020**

0800 Registration and coffee

0830 Opening Remarks from the Chair

0845 Contact Initiation Session (CIS)
In this 15-minutes session, delegates and speakers are encouraged to know their peers and exchange business cards

0900 Her Story
The Journey of a CEO: Developing the Competence to Lead in a Changing World
- Overcoming confidence barriers by pushing limits and being bold in decision making
- Breaking the norm by building self-visibility, modesty and ability to speak up
- Perception of leading in a more transformational way instead of transactional
- Recognising individual leadership potential and coping with expectations

0945 Staying True to Values
Maintaining the Authenticity and Integrity within a Community as a Leadership Foundation
- Comprehending the needs towards contemporary business needs and goals
- Aligning and adding true value with the organisation’s vision
- Building an effective pathway while influencing the decision making process
- Communicating with confidence by gaining credibility and rapport within the organisation

Farah Zafar Chief Legal Officer – Amaala
Public Investment Fund (PIF), KSA
Board Member – Public Investment Fund (PIF)

1000 Morning Networking Coffee Break

1045 Photography Session
In this 15 minutes session, all delegates and speakers are encouraged to participate in a photo taking session

1100 In It to Win It
Juggling the Balance between Work, Home and Life to Maximise Business Results and Continuously Enriching Lives
- Creating value for the various parts: Work, Home and Personal Life
- Being on top of the game and how to excel in balancing work and life
- Consider resilience between both personal and strategic levels
- Developing presence and tackling fears with strong self integrity and competence

Vivian Jamal Executive Director – Marketing & Communication
Bahrain Economy Development Board, Bahrain
Board Member – Bahrain Development Bank

1145 Breaking the Stigma
Self Management: Carving out your Career Yet Refraining to Mirror Masculine Behaviour
- Staying Authentic: Focusing on the bigger picture and learning not to micromanage
- Emphasising on strategy, vision and purpose by prioritising task within an organisation
- Snooze, You Lose: Proactive and ask for opportunities rather waiting to be included
- Balancing between the mix of analytics, intuition and power of compromising

Jane Vall Executive Director
GCC Board Directors Institute, UAE

1230 Networking Lunch

1330 Finding Your Full Voice by She is Arab
Arab Women for Arab Women: A Platform to Enhance Confidence and Participation in Every Field
- Sharing a toolkit for presenting with maximum impact
- Strategies and tools for effective and enjoyable work life
- Building the ability for public speaking and in creating their personal brand
- Succeed in their respective domains using the power of communications and technology

Noha Hefny Managing Director & Founder
She is Arab, UAE

1415 Leaders Just Lead, Great Leaders Teach
The Power of Mentoring: Crafting Future Opportunities for the Next Generation
- Addressing the first hand challenges facing women in male dominated sectors
- Supporting and guiding women as they break through into leadership positions
- Facilitating women to reconcile the trade-off between your family or your career
- Empowering the young generation with active ownership through coaching and education training

WHERE TO FROM HERE? – PEER TO PEER SHARING SESSION

1500 You Empower You: Be Heard, Gain Support, Be Valued and Make a Contribution
As female representation in a workplace continues to grow, the empowerment and spirit within should not change and they need to continue pushing and striving for what they believe in.

This session will discuss further on building career changing connections and networking strategically. Delegates will be encouraged to share their thought and experience.
- Benefits of a strong network
- Sense of belonging
- Increasing self worth
- Career progression and security

Panellists:
Wala’a Shaheen CFO
Microsoft, KSA
Hanan Olayan Board of Directors of the Saudi Aramco Employees Association (SAEA)
Saudi Aramco, KSA
Moudhi Al Jamea General Manager – Digital Technology
Saudi Telecom Company (STC), KSA

1600 Exclusive High-Tea and Book Signing by Dr.Patty Ann Tublin

**Business Development Opportunities**
Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about?
If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:
Anna Foo Koay Kuan, Media & PR Coordinator, marcus evans Malaysia. Tel.: +603 2603 2597, E-Mail: AnnaKo@marcusevansk.com

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.
Thursday 5th March 2020

EMOTIONAL INTELLIGENCE & ITS INFLUENCE ON LEADERSHIP

A high level of Emotional Intelligence (E.I.) is not a luxury but a prerequisite for success in both our professional and personal lives. In today’s highly competitive fast paced work environment, the organisations that will succeed and thrive are those that recognise and develop the Emotional Intelligence (E.I.) of all employees throughout their organisation.

During this presentation you will learn:

• Specifically what Emotional Intelligence (E.I.) is and why you should care
• The relationship between I.Q. & E.I. and how it relates to your success in business and life
• 3 Proven Strategies to Increase Your Emotional Intelligence

Part 1
Why leadership is such a challenging, unique role

Part 2
The training of a future leader – Life Skills that make maximum impacts

Part 3
The 4 EI talents needed for success

• Self-awareness
• Self-control
• Social skills
• Empathy within the boardroom

Part 4: First-person exercises
How does an emotionally intelligent leader respond?

• Identify and manage your own emotion
• Pick up on the emotions of others and manage them
• Build trust and grow influence

Facilitated by:
Dr. Patty Ann Tublin
CEO & Founder of Relationship Toolbox
New York, USA

Who Should Attend?

WILS is designed for everyone no matter your industry, profession or leadership responsibilities. WILS is all about building your skills, so if you’re about to step into a management role and want some advice, want to develop your executive management skills, or simply want to be inspired by GCC’s most successful businesswomen then WILS is for you.

This event is designed to attract all female in the corporate and business world:

• Chief Executives
• Managing Directors
• Vice Presidents
• Senior Vice Presidents
• Managers
• Executives
• Head of Departments

About the Workshop Leader:

Dr. Patty Ann Tublin is an internationally recognised relationship, communication and “soft skills” expert. A best-selling author of “Money Can Buy You Happiness: Secrets Women Need to Know to Get Paid What They Are Worth!” and “Not Tonight Dear, I’ve Got a Business to Run!” which received a 4-star review from SUCCESS Magazine Book Review. As a professional speaker, she delivers inspirational keynote speeches, workshops & seminars to corporations, universities & entrepreneurial groups.

As a passionate behavioral and relationship expert, Dr. Patty Ann understands that Human Capital is every organisation’s most important asset. She is the Founder & CEO of Relationship Toolbox LLC, a company committed to the development of all employees through workshops, seminars, and executive coaching that utilises communication and relationship skills to enhance individual and overall company performance. Optimising her experience as a clinical psychologist, Dr. Patty Ann is a human behavior & motivational expert who is uniquely qualified to utilise proven psychological principles and techniques to optimise performance at every level throughout corporations, entrepreneurial groups and universities.

Passionate about utilising her almost three decades of experience as a communication and relationship expert, Dr. Patty Ann shows professionals how to optimise “soft skills” for success in business. She is especially passionate about helping women learn to succeed and lead in business while “having a life!” Her expertise includes equipping leaders with the skills necessary for success in a global and diverse marketplace. Dr. Patty Ann has been featured as an expert on ABC, NBC, CBS, FOX News, Sirius XM & Money 101 with Bob McCormick. She is the weekly relationship expert for CT’s #1 Radio Morning Talk Show & a frequent guest on WFSB-TV & WTNH NEWS 8.

• Awarded the Leadership Award from The Women’s Center 29th Annual Leadership Conference along with other dignitaries such as Mrs. Colin Powell.
• Doctorate in Clinical Psychology, two Master’s Degrees, RN.

Why you Cannot Miss this Event:

BE BRAVE, ADAPTIVE AND EXPERIMENTAL

In the evolving culture GCC has witness an advancing women’s economic contribution and opportunities. Empowering women legally and politically allows them to reflect their preferences in decision-making and this has an impact at a much greater level.

The Kingdom has made significant progress in the gender equity space; we all know there is a long way to go until we reach parity. The important action is now. It is time for each and every one of us to take accountability in creating more women in business and boost the numbers in leaders. Our aim is to empower individuals and organisations, across all industries and sectors, to make all kinds of small and large-scale change.

What are The True Values and Contribution of Women in Business?

• How do individual women cut through these infuriating statistics and break into the C-suite?
• How can the few women in leadership create opportunities for the next generation?
• How can organisations become real agents of change?
• How to equip themselves with skills and strategies to add value to your organisation?
• Preparing women leaders through capacity building to assume the challenge/role of directorship
• Leveling the playing field: Increasing the percentage of women directors in the organisation to boost diversity

Women in Business event will help delve further into a leadership path. Featuring inspiring keynotes, career-focused case studies, cutting panel discussions and interactive workshops, your leadership journey starts and continues with us.

Join us now and be prepared to put into practice key takeaways that will turn the organisation into your beacon of excellence!