

Power Shift 2015

Women in the World Economy

Women and Markets

Agenda Day 1

Monday 9 November

Sunday 8 November Opening Reception, Ashmolean Museum, 18.30

8.00	Registration				Main Reception Foyer
9.00	Welcome	Welcome and opening remarks		Peter Tufano Walt Macnee Linda Scott	Nelson Mandela Lecture Theatre
	Keynote	Opening Markets for Equality	A Call to Action: Women's Economic Empowerment	Arancha González	Nelson Mandela Lecture Theatre
10.00	Transfer to West Wing, Coffee break				
10.30	Three Rotating Sessions Speakers will rotate to each room, participants will hear all 3 sessions	Thinking Differently about Market Forces	1. Breaking Through Market Segregation 2. Buying Up Women-Friendly Brands 3. The Economics of Human Trafficking	Markus Goldstein Amy-Willard Cross Alison Kiehl Friedman	Lecture Theatre VI or VII (eni) or Classroom 2
12.00	Lunch				Pyramid Room
13.30	Two Concurrent Sessions Select one session	Reaching Up, Reaching Down	1. Scaling Up by Growing Beyond 2. Finding Women in Global Supply Chains	Liz Bingham Stephanie Barrientos Christine Svarer Louise Nicholls	Lecture Theatre VI Classroom 2
14.15	Transfer				
14.30	Case Study Simultaneous classroom sessions. Participants will return to their 10.30 session rooms	Marketing Culture and Equality	Bringing an Ancient Craft to Contemporary Consumers	Peter Tufano Andrew Stephen Linda Scott	Lecture Theatre VI or VII (eni) or Classroom 2
15.45	Transfer				
16.00	Three Concurrent Sessions Sessions 1. and 2. are open, select one session Session 3. is now fully booked	Talking It Through	1. Network Madness Café conversations 2. Levelling the Field 3. EY Growing Beyond Borders Workshops	Donnetta Campbell Griselda Togobo Elizabeth Paris Maggie Berry Megan Stowe Nahid Kausar Kanika Seth Bano Sheikh Heather Alleyne Priya Fitch	Pyramid Room Clore Room Seminar Rooms 8 and 9
17.00	Break and Transfer				
17.30	Oxford Union Debate				Oxford Union
19.15	Gala Dinner				Balliol College

Sessions Day 1

Monday 9 November

Welcome

Monday, 9 November, 9:00
Nelson Mandela Lecture Theatre
Peter Tufano, Walt Macnee, Linda Scott

Opening Markets for Equality

Keynote
Monday, 9 November, 9:15
Nelson Mandela Lecture Theatre

A Call to Action: Women's Economic Empowerment

The multiple dividends that come from women's economic empowerment have made connecting women-owned businesses to international markets a top priority for the International Trade Centre (ITC). Executive Director Arancha González will open Power Shift with the ITC's call to action to bring one million women entrepreneurs to market by 2020.

Arancha González

Thinking Differently about Market Forces (Three rotating sessions)

Monday, 9 November, 10:30
Lecture Theatre VI or VII (eni) or Classroom 2

Breaking Through Market Segregation

An old saw says women make less because they choose the wrong markets to enter. What are the forces behind industry segregation? And what happens when women step over the line into male territory?

Markus Goldstein

Buying Up Women-Friendly Brands

Masses of public data have been harnessed for a new app, the BUY UP Index, that tells consumers which brands are the most women-friendly. Will this innovation bring the power of female shoppers to bear on the choices businesses make?

Amy-Willard Cross

The Economics of Human Trafficking

Slavery is illegal around the world. Yet, the slave trade is bigger than it has ever been in history and females are the majority of the victims. That's because market forces still create both supply and demand for slaves. What can businesspeople do to stop this world-scale tragedy?

Alison Kiehl Friedman

Reaching Up, Reaching Down

Monday, 9 November, 13:30
Lecture VI

Scaling Up by Growing Beyond

Most female entrepreneurs are content to grow gradually and never consider the idea of international expansion. But reaching past the borders of your own country can bring considerably more business. EY will present their signature Growing Beyond Borders tool, with a focus on women-owned businesses. Come learn how growth-oriented women can achieve more by reaching farther. Small workshops will follow for those who have signed up.

Liz Bingham

Reaching Up, Reaching Down

Monday, 9 November, 13:30
Classroom 2

Finding Women in Global Supply Chains

Women are scattered through the supply networks that support the world market. Identifying where they are clustered, as well as learning how they work and what their challenges are, must be done before programmes can be planned and women helped. Three world experts will discuss obstacles and best practices.

Stephanie Barrientos, Christine Svarer, Louise Nicholls

Marketing Culture and Equality

Case Study: Bringing an Ancient Craft to Contemporary Consumers
Monday, 9 November, 14:30
Lecture Theatre VI or VII (eni) or Classroom 2

What happens when the world's largest retailer tries to buy from a group of indigenous artisans and sell their handicrafts to the American consumer market? This teaching case, as with all previous Power Shift cases, is based on original Oxford research. It will be taught in three simultaneous sessions by three of the Saïd Business School's most senior faculty. Key actors in the case will be on hand to answer questions, representing Walmart, Global Goods Partners, and the Maasai Women Development Organisation. The case has been distributed in advance so that participants can prepare for class!

Peter Tufano, Andrew Stephen, Linda Scott

Talking It Through

Monday, 9 November, 16:00
Pyramid Room

Network Madness

These "café conversations" will focus on marketing issues surrounding the women's empowerment movement: social media, the rise of special portals, and the proliferation of events aimed at inspiring and enabling women. Experts will lead these conversations. There will also be open tables set aside for spontaneous discussions.

Donnetta Campbell, Griselda Togobo, Elizabeth Paris

Talking It Through

Monday, 9 November, 16:00
Seminar Rooms 8 and 9 (workshops now fully booked)

EY Growing Beyond Borders Workshops

EY experts will provide more hands-on workshops on their Growing Beyond Borders tool, with a focus on women-owned businesses. Workshop participants will learn how growth-oriented women can achieve more by reaching farther.

Nahid Kausar, Kanika Seth, Bano Sheikh, Heather Alleyne, Priya Fitch

Talking It Through

Monday, 9 November, 16:00
Clore Room

Levelling the Field

Women-owned businesses seldom participate in the really big sales contracts—the ones offered by governments and major corporations. This area of the market is as devoid of female participation as is venture capital. Many new programmes are springing up to correct this imbalance in the U.S., but there is still a long way to go in EU countries, especially in the UK. The role of governments in levelling this market's playing field is a particularly thorny puzzle.

Maggie Berry, Megan Stowe



The Oxford Union Debate

Monday, 9 November, 17:30
The Oxford Union

"This house believes that feminism needs re-branding."

The spirit of the debate will be light, but the question is serious. Does the women's economy really need a new brand or must we summon the courage to use the one we have? Would a good packaging treatment pay off by bringing in partners who might not otherwise step up? Or is focusing on marketing a distraction from more serious issues? Or perhaps everything just needs a little fresh paint from time to time? Two intelligent, articulate, and lively debating teams will grapple with these questions.

Chair: *Helen Mountfield QC*

Propose: *Sue Lawton, Lynne Featherstone, Mike Thornton*

Oppose: *Josh Levs, Susan Rudy, Amanda Poole*

Gala Dinner

Monday, 9 November, 19:15
Balliol College

Following the Union Debate, we invite you to join us at Balliol College for the Power Shift 2015 Gala Dinner. Drinks will be served in the Master's Lodgings from 19:15, before Dinner in the Great Hall at 20:00

This year's after-dinner speaker is Jacki Zehner, Chief Engagement Officer, Women Moving Millions.

Peter Tufano, Jacki Zehner

Power Shift 2015

Women in the World Economy

Women and Markets

Agenda Day 2

Tuesday 10 November

8.00	Registration				Main Reception Foyer
9.00	Welcome	Welcome and opening remarks		Andrew White Linda Scott	Nelson Mandela Lecture Theatre
	Keynotes	Making Change	Reinventing Work and Life from Procter & Gamble to Arbonne	Kay Napier	Nelson Mandela Lecture Theatre
			Action Step: Branding the Women's Economy	Paula Oliveira	
10.00	Transfer to West Wing, Coffee Break				
10.30	Four Concurrent Sessions Sessions 1. and 2. are open, select one session. Session 3. and 4. are now fully booked.	Devil in the Details	1. Small Things, Big Differences	Betsy Teutsch Sumana Hussain	Lecture Theatre VI
			2. Honing in on "Empowerment"	Mayra Buvinic Markus Goldstein	Lecture Theatre VII (eni)
			3. Interbrand Focus Groups on Branding the Women's Economy	Paula Oliveira Sarah Lent	Seminar Rooms 10 and 11
			4. EY Growing Beyond Borders Workshops	Nahid Kausar Kanika Seth Bano Sheikh Heather Alleyne Priya Fitch	Seminar Room 8 and 9
11.15	Transfer				
11.30	Three Concurrent Sessions Sessions 1. and 2. are open, select one session. Session 3. is now fully booked.	Innovating Tradition	1. The Market for Families	Steffen Zoller Michele Bratcher Goodwin Josh Levs	Lecture Theatre VI
			2. Bringing Tradition to New Markets	Charlotte Oades Ndinini Kimesera Sikar Catherine Lieber Shimony Joan Shifrin	Lecture Theatre VII (eni)
			3. Interbrand Focus Groups on Branding the Women's Economy	Paula Oliveira Sarah Lent	Seminar Rooms 10 and 11
12.15	Lunch and Book Signing				Pyramid Room
13.30	Two Concurrent Sessions Select one session	Facing the Hard Issues	1. Safety in the Marketplace	Marcela Manubens	Lecture Theatre VI
			2. Legal Rights and Economic Power	Tazeen Hasan Isabella Bunn Laurie Adams Melanne Verveer	Lecture Theatre VII (eni)
14.15	Transfer to Nelson Mandela Lecture Theatre				
14.30	Resolve and Action	Polling for Power	Whither the Market?	Paula Oliveira Linda Scott	Nelson Mandela Lecture Theatre
15.00	Summing up	Next Steps, Next Time		Ann Cairns Linda Scott Melanne Verveer	Nelson Mandela Lecture Theatre
15.30	Closing Afternoon Tea				Main Reception Foyer

Sessions Day 2

Tuesday 10 November



Welcome

Tuesday, 10 November, 9:00
Nelson Mandela Lecture Theatre

Andrew White, Linda Scott

Making Change

Keynote

Tuesday, 10 November, 9:15
Nelson Mandela Lecture Theatre

Reinventing Work and Life from Procter & Gamble to Arbonne

Can a company's marketing approach make a difference to the lives of women workers? After a jump from two large multinational consumer companies to the top of a failing cosmetics firm, Kay Napier found the way.

Kay Napier

Making Change

Keynote

Tuesday, 10 November, 9:15
Nelson Mandela Lecture Theatre

Action Step: Branding the Women's Economy

Each year, we bring an action challenge to Power Shift participants. In 2015, we are asking "Power Shifters" to brainstorm with us about branding the women's economy globally. The world's leading branding consultancy, Interbrand, will help us think the challenge through in a disciplined way. All our input will be collected and synthesized into a report to be delivered at Power Shift's US debut in 2016. We hope to parlay this report into a global marketing campaign. In this session, Interbrand will explain the assignment, after which some participants who have booked will join focus groups for discussion. At the end of the day, we will reconvene for a polling session.

Paula Oliveira

Devil in the Details

Tuesday, 10 November, 10:30
Lecture Theatre VI

Small Things, Big Differences

Working to empower women through the delivery of specially-designed consumer goods is a (once shocking) idea whose time has come. Two experts share how innovative products and delivery systems can revolutionise the lives of poor women in developing countries.

Betsy Teutsch, Sumana Hussain

Devil in the Details

Tuesday, 10 November, 10:30
Lecture Theatre VII (eni)

Honing in on "Empowerment"

Do we know "empowerment" when we see it? How to define, track, and capture the impact of "women's economic empowerment" is a question that resists obvious answers. Can we design measures that will capture gender effects in both poor and rich nations? Come brainstorm with thought leaders in the global effort to measure the empowerment of women.

Mayra Buvinic, Markus Goldstein

Devil in the Details

Tuesday, 10 November, 10:30
Seminar Rooms 10 and 11 (focus groups now fully booked)

Interbrand Focus Groups on Branding the Women's Economy

Small discussion groups will be formed to collect thoughts on whether and how to brand the women's economy.

Paula Oliveira, Sarah Lent

Devil in the Details

Tuesday, 10 November, 10:30
Seminar Rooms 8 and 9 (workshops now fully booked)

EY Growing Beyond Borders Workshops

EY experts will provide more hands-on workshops on their Growing Beyond Borders tool, with a focus on women-owned businesses. Workshop participants will learn how growth-oriented women can achieve more by reaching farther.

Nahid Kausar, Kanika Seth, Bano Sheikh, Heather Alleyne, Priya Fitch



Innovating Tradition

Tuesday, 10 November, 11:30
Lecture Theatre VI

The Market for Families

Market forces are having an unprecedented effect on the most fundamental challenge for any economy: reproducing the population. Two innovations challenge tradition at its core: the market for technologies that provide babies to those who don't have them and the online market that provides care for those who do. Yet maybe what we need is not a new technology but a break with traditional thought—an outspoken author, who challenged paternal leave policies at a major employer, will suggest that it is simply time for women and men to change the expectations in the workplace.

Steffen Zoller, Michele Bratcher Goodwin, Josh Levs

Innovating Tradition

Tuesday, 10 November, 11:30
Lecture Theatre VII (eni)

Bringing Tradition to New Markets

One of the toughest challenges for women's economic empowerment is to bring the traditional crafts made by female artisans into accord with the tastes of the global market. Problems of production and pricing are often trumped by difficulties in design and branding. Hear three organisations tell their stories of struggle in this daunting corner of the global market.

Charlotte Oades, Ndinini Kimesera Sikar, Catherine Lieber Shimony, Joan Shifrin

Innovating Tradition

Tuesday, 10 November, 11:30
Seminar Rooms 10 and 11 (focus groups now fully booked)

Interbrand Focus Groups on Branding the Women's Economy

Small discussion groups will be formed to collect thoughts on whether and how to brand the women's economy.

Paula Oliveira, Sarah Lent

Facing the Hard Issues

Tuesday, 10 November, 13:30
Lecture Theatre VI

Safety in the Marketplace

For hundreds of millions of women every day, the threat the market poses to their physical safety makes economic participation very difficult. From the factory workers of Juarez to the micro-entrepreneurs of rural Bangladesh to the commuters of New York, the threat of violence is a real barrier to market inclusion. What do we know about this problem and, more importantly, what can be done?

Marcela Manubens

Facing the Hard Issues

Tuesday, 10 November, 13:30
Lecture Theatre VII (eni)

Legal Rights and Economic Power

There is a tricky paradox that falls between the traditional rightsbased approach to equality and the economic empowerment strategy: in the real world, women's lack of legal rights often significantly constrains their market participation yet women often need money to claim their rights. The World Bank's Women, Business and the Law team is launching their newest report on the status of women's business rights globally.

Tazeen Hasan, Isabella Bunn, Laurie Adams, Melanne Verveer

Polling for Power

Tuesday, 10 November, 14:30
Nelson Mandela Lecture Theatre

Whither the Market?

Once the small group discussions (and the debate) have allowed everyone to think through the implications of rebranding, Interbrand's team will poll the Power Shift participants so their opinions can be quantified: Should branding be done? How? On what terms?

Paula Oliveira, Linda Scott

Next Steps, Next Time

Tuesday, 10 November, 15:00
Nelson Mandela Lecture Theatre

In the final session, we will follow tradition and debrief the event, discuss next steps, and make plans for the future.

Ann Cairns, Linda Scott, Melanne Verveer