



**XXV ANNIVERSARY INTERNATIONAL
WOMEN'S CONFERENCE
"EAST AND WEST MEET IN ST. PETERSBURG"**

CONFERENCE PROGRAMME

16 OCTOBER 2019, WEDNESDAY

Arrival of conference participants in St. Petersburg, hotel accommodation.
Mobile registration.

17 OCTOBER 2019, THURSDAY

Venue: Smolny, Assembly Hall
Address: 1 Smolny Passage

08.45–10.00	Registration of participants. Entrance to Smolny only upon presentation of a passport.
10.00	<p>Opening ceremony of the XXV Anniversary International Women's Conference "East and West Meet in St. Petersburg". Musical greeting (Petersburg Serenade choir) Anthem to the Great City Opening remarks:</p> <ul style="list-style-type: none">• KALININA ELENA IVANOVNA, Chairman of the Conference Organizing Committee, Rector of the St. Petersburg Socio-Economic Institute, President of the Women's Alliance public organization, Ambassador of St. Petersburg• KOSTKINA LYUDMILA ANDREEVNA, Co-chair of the Conference Organizing Committee, Head of the Reception Office of the Chairman of the Federation Council V.I. Matvienko in St. Petersburg <p>Welcoming address:</p> <ul style="list-style-type: none">• BEGLOV ALEXANDER DMITRIEVICH – Governor of St. Petersburg• MATVIENKO VALENTINA IVANOVNA – Chairperson of the Council of Federation of the Federal Assembly of the Russian Federation• MICHELLE BACHELET – UN High Commissioner for Human Rights• BIBIKOVA ELENA VASILIEVNA – Deputy Chairman of the Committee on Social Policy of the Council of the Federation of the Federal Assembly of the Russian Federation

10.50

Plenary Session

Panel discussion No. 1 "THE EAST AND THE WEST: A LOOK INTO THE FUTURE"

Moderator:



• SHVEDOVA NADEZHDA ALEKSANDROVNA (Russia, Moscow), Doctor of Political Sciences, Professor, Head of the Centre for Social and Political Studies of the Federal State Budgetary Institution of Science Institute of the United States of America and Canada of the Russian Academy of Sciences

Speakers:



• SHCHETKINA MARIANNA AKINDINOVNA (Republic of Belarus) – Deputy Chairman of the Council of the Republic of the National Assembly of the Republic of Belarus, Chairman of the Belarusian Union of Women, National Coordinator for Achieving Sustainable Development Goals in the Republic of Belarus, Candidate of Sociological Sciences



Topic: "Soft Power: Women in Modern Politics"

• TAREK HEGGY (UK/Egypt) – Professor, political scientist, writer, expert in the field of international relations



Topic: "Women Rights are relevant to Civilization NOT to Cultures"

• NAROCHNITSKAYA NATALIA ALEKSEEVNA (Russia) – Doctor of Historical Sciences, President of the Historical Perspective Foundation

11.30–11.45

Break



• KRIENGSAK CHAREONWONGSAK (Kingdom of Thailand) – Doctor of Science in Public Policy and Management, Professor, President of the Institute for Future Studies for Development (IFD)

Topic: "Women as the "World Setter"



• AHLAM YOUSIF JANAHI (Kingdom of Bahrain) – President of the Kingdom of Bahrain Business Women Society, Member of the Chamber of Commerce of Bahrain

Topic: "Development of East-West Relations on the Example of Cooperation between Business Women of Bahrain and Russia"



• YOGINI SHAMBHAVI DEVI (India/USA) – Co-Director of the American Institute of Vedic Studies, Santa Fe, writer, author of international training programmes

Topic: "Empowering Women for the 21st Century"

13.30–15.00

Lunch, Smolny tour for guests

WOMEN'S PROJECT – DIGITAL EXHIBITION OF SUCCESSFUL FEMALE BUSINESS PROJECTS AND BUSINESS IDEAS

- is being implemented as part of the cross-border cooperation project under the Latvia-Russia program 2014-2020 "Women Entrepreneurship and Counseling: a Network of Resource Centres for Women Entrepreneurs in the Border Regions of Latvia And Russia" (EBA)

15.00–16.30

Plenary session continued

Panel discussion No. 2 "WOMEN IN THE MODERN ECONOMY: LEADERSHIP AND ENTREPRENEURSHIP"

Moderator:



• BODRUNOV SERGEY DMITRIEVICH (Russia) – President of the Free Economic Society of Russia, President of the International Union of Economists

Speakers:



• KARIN VAN MOURIK (Germany) – President of the Charitable "Hear the World" Foundation, Member of the Board of the Association of Women Entrepreneurs of Germany

Topic: "Business in Women's Hands: the Experience of a Leader"



• TYLEVICH TATIANA ALEKSANDROVNA (Russia, St. Petersburg) – Director General, "Imperial Porcelain Factory" JSC

Topic: Woman Leader: A Modern Strategy for Success



• FERYAL ABDULLAH NASS (Kingdom of Bahrain) – Chairman and founder of the Bahrain Entrepreneurial Organization, Deputy Chairman of the Asian ASEAN Council of Bahrain, Member of the Board of the Organization of Entrepreneurs of Bahrain

Topic: "The importance of International Cooperation in the Development of Women's Entrepreneurship"



• MICHAEL WADER (USA) – one of the world leading experts on lean technologies, lean thinking, business coach consultant on lean leadership, writer

Topic: "Missing leadership ingredients"



• DR. AMANI ASFOUR (Egypt) – International President of the International Federation of Business and Professional Women

Topic: "Empowerment of women. Promotion of entrepreneurship as a factor in changes in the global modern economy"



• KARATKEVICH INESA (Republic of Belarus) – Deputy Chairperson of the Board of the Belorussian Republican Union of Consumer Societies

Topic: "International success of a business project within the frames of the state management system"

16.30–16.45

Break

16.45–18.15

Plenary Session continued

Panel discussion No. 3 "HEALTH AND LEARNING AS RESOURCES OF A MODERN WOMAN"

Moderator:

- SAVOSHCHIK NATALIA VASILIEVNA (Russia, St. Petersburg) – television-radio journalist, author, editor and presenter of the "Radio of Russia"

Speakers:

- LAKHOVA EKATERINA FILIPPOVNA (Russia, Moscow) – Candidate of Political Science, Chairman of the Union of Women of Russia
- POPOVICH LARISA DMITRIEVNA (Russia, Moscow) – Candidate of Biological Sciences, Director, Institute of Health Economics, National Research University "Higher School of Economics", Director of the Independent Institute for Social Innovation

Topic: "Women's Health as a Key Goal of the Demographic Development in Russia"

- ELENA MITSIDIS (Germany) – Secretary General of the Frankfurt Future Council, a non-profit and innovative analytical centre to promote sustainable politics, economy and civil society in Germany and Europe

Topic: "New Ways for Further Education"

- DR. ANANDA RUGUÊ (Brazil) – Specialist in Women's and Children's Health in Ayurvedic Medicine, Lecturer.

Topic: "Women's Health: a View of Ayurveda"

End of plenary session

Departure of buses from Smolny

18.15

18.15–18.45

19.00

OPENING THE EXHIBITION OF WOMEN'S BUSINESS PROJECTS AND EXHIBITIONS-SALES OF GOODS FOR WOMEN

- Venue: Hall on the 2nd floor of the Corinthia Nevsky Palace Hotel
- Work time: 17 October from 17.00 to 21.00, 18 October from 9.00 to 18.00

19.00

Gala reception on behalf of the Organizing Committee (buffet)

Venue: Corinthia Nevsky Palace Hotel, 57 Nevsky Prospect, Nevsky Ballroom, 2nd floor



18 OCTOBER 2019, FRIDAY

Venue: Hotel Corinthia Saint Petersburg at 57 Nevsky Prospect
Halls for master classes and seminars are on the 2nd floor.

9.00–10.00

Registration of participants

10.00–11.30

Hall
"Nevsky 2"

PROGRAMME OF SEMINARS AND MASTER CLASSES

Seminar "WOMEN'S ORGANIZATIONS AND PUBLIC DIPLOMACY: INTERACTION FOR DEVELOPMENT"

"In the present day complex and rapidly changing world, women energetically and successfully manifest themselves in various fields, play an increasingly important role in strengthening peace and security, which is absolutely natural for women in solving the major socio-economic, humanitarian problems" (President of the Russian Federation V.V. Putin)

The active development of the public sector throughout the world community and the transfer of some state powers to the civil society sets the task of maximizing the involvement of both professional experts and the general public in the processes of public diplomacy, their initiative ensuring both the effective implementation of joint projects and the very existence of international associations. International relations of public women's associations and organizations become an increasingly noticeable factor in international relations and contribute to their improvement and deepening. It is public associations that often act as initiators of important actions and pioneers of new international economic and political ties. Women's public diplomacy is one of the forms of response to the global challenges and threats, to the establishment of a new world order, to the course of domestic political development. Women's public diplomacy is freer in its actions, less dependent on official decisions and more rational in terms of a worldly approach to the complex problems of international relations

Moderator:

- NAROCHNITSKAYA NATALIA ALEKSEEVNA – President of the Historical Perspective Foundation, Doctor of historical sciences, Member of the Civic Chamber of the RF

Co-moderator:

- SERGEEVA OKSANA ANATOLIEVNA – Deputy Director General of the NGO "Union of Women's Forces to Support Civil Initiatives and Projects", MBA

Issues for discussion:

- Gender factor in public diplomacy
- Women's organizations and public diplomacy in the context of international relations of the XXI century



- Women's public diplomacy – an instrument of state foreign policy
- Effective interaction of women's public organizations with public authorities as a factor in the implementation of gender policy
- "Women's Twenty" – an international institution for the full implementation of gender priorities
- Expansion of the framework of public diplomacy and cultural exchange through international cooperation of women's organizations
- The role of non-profit organizations in increasing the socio-political activity of women
- International cooperation of women's non-profit organizations in the social sphere

Speakers/invitees:

- **BALABKINA OLGA VALERIEVNA** – Deputy Chairperson of the Government of the Republic of Sakha (Yakutia)
- **RECHKALOVA ELENA AKIMOVNA** – Member of the Board of Directors, leader of the community "Women on Boards of Directors"
- **MURAVIEVA IRINA NIKOLAEVNA** – President of the Russian branch of the International Women Forum
- **ZNAMENSKAYA ELINA VALERIEVNA** – President of the Interregional Public Organization "Association of Women of the North-West", Chairperson of the NGO "Women's Council of Saint Petersburg", Chairperson of the NGO "Women's Council of Sevastopol"
- **AMIROVA ALFIYA RAVILIEVNA** – President of the NGO "International Union of Women", Manager of "With Women's Hands" project, Representative of the Association of Mediterranean Business Women (AFAEMME) in the RF, Member of the Union of Journalists of Russia.
- **AKHMEDZHANOVA KHALIDYA ABDULKHAKOVNA** – President of the Regional Public Organization "Women of Crimea" Interethnic Center for Culture and Creativity"
- **PAVLOVA-KIERGE GALINA NIKOLAEVNA** – Candidate of Economic Sciences, Deputy Director General director of Kierge jewelry company (Yakutsk)
- **KOMISSAROVA LARISA ALEKSANDROVNA** – President of the New Century Foundation for the Revival of National Traditions, psychologist, writer, public figure
- **PIMENOVA ANNA ANATOLIEVNA** – President of the Union of Business Entrepreneurs, member of the Civic Chamber of Orenburg, organizer of the "Life" All-Russian Health Festival
- **VOROBIEVA NATALIA VALERIEVNA** – General Director of "Vygodnaya Sdelka" Real Estate Agency LLC, Miss Melon Rich-2019
- **EGOROVA IRINA VLADIMIROVNA** – Coach, Career Consultant, Erickson University International, business coach, managing partner of the Spb.team project

10.00–13.00



Hall
"Admiralty"

Seminar "THE ROLE OF WOMEN IN WORLD PEACE"

• **YOGINI SHAMBHAVI Devi** (India/USA) – Co-Director of the American Institute of Vedic Studies, Santa Fe, writer, author of international training programmes and Online Courses in Yoga, Ayurveda, Vedic astrology and Vedic studies with Dr. David Frawley.

Her teachings are rooted in the ancient traditions of Ayurveda, Bhakti Yoga, Shakti Sadhana, Jyotisha (Vedic Astrology), Tantra and Mantra Yoga.

10.00–11.30



Hall
"St. Petersburg"

Seminar "THE ROLE OF WOMEN IN BUSINESS"

• **DATO' DR. JESSIE TANG** (Malaysia) – CEO of East West One Group (oil palm plantation development and management, oil palm cultivation). The Winner of the Agriculture Industry in Malaysia by the Asia Pacific Entrepreneurship Award (APEA), and the Brand Laureate Inspiring Brand ICON Leadership Award 2018 by The Asia Pacific Brand Foundation (APBF). Dato' Dr. Jessie was previously a medical doctor before becoming an entrepreneur. Besides running a business, Dato' Dr. Jessie is also an active in non-business related activities. She is the Deputy CEO and Board Member of the Women's Institute of Management (WIM) Malaysia, a Non-Profit organization headquartered in Kuala Lumpur. She has sponsored charity events and campaigns for senior citizens, disadvantaged women, women education and empowerment, terminally ill children, as well as workshops and programs for the rural communities.

The title Dato is awarded by the Sultan of Malaysia for the outstanding contribution to the development of states.

10.00–11.30



Hall
"Nevsky 1"

Round table "WOMEN'S PROJECTS: SHARING PRACTICAL EXPERIENCE, LOOKING FOR PARTNERS"

Moderator:

• **YULIA SALMANOVA** – Psychologist, business coach, teacher, author of educational programs

• **DILYARA KARIMOVA** (Kazan, Russia) – Director of MAOU "Lyceum No. 146 "Resource" of Kazan, Cand. of Ped. Sc., "Honored Teacher of the Republic of Tatarstan", winner of the "School Director – 2016" All-Russian competition, "Best Tutor of the RF", participant of international internships

Topic: Projects That Change the School

In her master class she will share how to turn an ordinary school "with history" into an image lyceum with modern infrastructure and innovative projects for the development of children and adults.

• **ULYANA NAZAROVA** (Ufa, Russia) – Director of the Training Centre of the State Employment Service, Chairperson of the Public Council under the Ministry of Labor and Social Relations of the Republic of Bashkortostan, Member of the Association of Women-Entrepreneurs of the Republic of Bashkortostan

Topic: "Innovative Educational Programs for Women: "Pumping" of Competencies and Motivations"



• **ANASTASIA EGOROVA** (Irkutsk, Russia) – Director of the Public Organization for Children and Youth "Volunteer Support and Development Centre "Do Good", individual entrepreneur

Topic: "International Cooperation of Schoolchildren and Students Is the Foundation for a Prosperous Future World. International Scientific and Educational Project on Baikal"

The project aims to develop environmental thinking among the younger generation through the interconnection of man and nature, through the communication of people around the world with each other. The project is looking for international partners.



• **ALLA KUZMINA** (Ufa, Russia) – Chairperson of the Association of Women-Entrepreneurs of the Republic of Bashkortostan RNGO, Director of Eureka-Ufa Publishing House, writer, TV-presenter, founder and director of Teleskazka School of Development for Children

Topic: "Into entrepreneurship – from school days"

For 6 months successful entrepreneurs weekly come to the school. The result is the creation of a real business project.

10.00–11.30



Master class "SECRETS OF ACTIVE LONGEVITY"

- **MICHAEL WADER** (USA) – one of the world leading experts on lean technologies, lean manufacturing and thinking, business coach consultant on lean leadership, writer
- Understanding your own worth ... what is it? What is the strength of your advantages and limitations
- Coaching and studying at the same time: a lot of wisdom and much more to learn. How to stay professionally successful at any age.
- Mental and physical health. Our body will last longer if it is actively used. Practical advice

Hall
"Nevsky 3"

10.00–18.00

Hall
"Streymannaya"

Hall
"St. Petersburg"

Seminar "PROJECT MANAGEMENT"

- is being implemented as part of the cross-border cooperation project under the Latvia-Russia program 2014-2020 "Women Entrepreneurship and Counseling: a Network of Resource Centers for Women Entrepreneurs in the Border Regions of Latvia and Russia" (EBA)

- unites participants from Russia (St. Petersburg and the Pskov region) and Latvia (Riga, Latgale, Jelgava and Zemgale region)

Organizer: St. Petersburg Socio-Economic Institute (Russia)

Seminar Coordinator:

• **IRINA SHCHUKINA**

10.00–14.00

"Basis of Project Management"

Presenter:

• **ALEKSEY VASILIEV** – consultant, Agile coach

For over 20 years he has been improving business processes in companies and deploying the Agile approaches. He has founded the development of a project management system. Developed a method for managing an organization in a multi-project and multi-client environment.



- Getting acquainted. Definition of the Project
- Charter of the Project. Determination of the project goals
- Elements of the project management plan
 - Plan of communications. Rhythm
 - Change management plan
 - Schedule management plan:
- Options for labor costs assessment
- Monitoring project timeframes. Diagonal buffer.
 - Risk management plan
- Sources of risks
- Knowledge management
- Building a project plan
 - Identification of intermediate goals

15.30–16.00

"Digital technologies for the development of women's business projects"

Presentation of the EWA project site, a catalog of women's business projects.

(Presenter: Lidia Shkolnaya)

16.00–17.45

"Emotional Intelligence"

(Presenter: Yulia Salmanova).

11.30–12.15



Coffee break, visiting the exhibition, free communication

Presentation of books by authors:

12.00 **VLADIMIR ANTOSHCHENKOV, TATYANA YAKUSHEVA SORENSEN**

"City for Two"

12.15 **KARIN VAN MOURIK**

"Translated from Russia. Diary of Fraulein Muller – Frau Ivanov"



The participants will be able to buy these books as well as the books by Dana Zohar and Michael Wader.

12.15–13.00



Master class "DIGITAL LEADER 4.0: PERSONAL SUSTAINABILITY IN AN ERA OF TURBULENCE"

• **OKSANA PIKULEVA** (St. Petersburg, Russia) – Doctor of Psychological Sciences, Professor, practicing teacher, leadership expert with 24 years of experience in top management of large organizations.

In the context of the digital transformation of the world, total stress and acceleration, multitasking and competition, managers often have the hardest time. Behind them is not only a family, but also a huge backpack of responsibility: for their employees, KPIs, for the satisfaction of bosses, customers, partners ... Fatigue and overload often exceed the capabilities of the body; there is an emotional burnout and a gradual loss of personal effectiveness and efficiency. For a long time, this drama may be invisible, but its consequences are usually very painful. What can be the universal recipe for "victory in the struggle" if we are all individual personalities?

Hall
"St. Petersburg"

SCHEDULE OF SEMINARS AND MASTER CLASSES, 18 OCTOBER, FRIDAY

	Hall "St. Petersburg"	Hall "Admiralty"	Hall "Nevsky 1"	Hall "Nevsky 2"	Hall "Nevsky 3"
10.00–11.30	The Role of Women in Business Dato Dr. Jessi Tang (Malaysia) master class	The Role of Women in World Peace Yogini Shambhavi Devi (India/USA) seminar	Women's Projects: Sharing Practical Experience, Looking for Partners round table	Women's Organizations and Public Diplomacy: Interaction for Development Women Power Union (Russia) round table	Secrets of Active Longevity Michael Wader (USA) master class
11.30–12.15	Coffee break, visiting the exhibition, free communication				
12.15–13.00	Digital leader 4.0: Personal Sustainability in an Era of Turbulence Oksana Pikuleva (St.Petersburg, Russia) master class	Continuation The Role of Women in World Peace Yogini Shambhavi Devi (India/USA) seminar	Music Without Barriers - an international project for talented children with special needs seminar	Success stories of young women Conference in storytelling format	Family as a Space for Development. A View Cleared from Stereotypes Igor and Natalya Dubinnikovs (Moscow, Russia) master class
13.00 – 14.00	Fintech - New Opportunities for Women's Entrepreneurship Anna Klippstein (Germany) Sales Trends 2020 Tatyana Vinokurova (St.Petersburg, Russia)	Image, psychology, space: 3 master classes			
13.30–15.00	Lunch				
15.30 – 16.00	Acceptance of Other: a Precondition to Modernity Tarek Heggy (UK/Egypt) lecture	Women's Health: Ayurveda View Dr. Ananda Ruguê (Brasil), Ayurveda doctor master class	Continuation Music Without Barriers - an international project for talented children with special needs	Digital Technologies for the Development of Women's Business Projects Lidia Shkolnaya (USA) master class	Social Entrepreneurship round table
16.00 – 16.30	Women and the economy: practical experience of conference participants round table		Medical Technology and Women's Health round table	Emotional management Julia Salmanova (St. Petersburg, Russia) master class	
16.30 -17.45					Active Generation. Practical Health and Longevity Suggestions Lidia Khoroshinina (St. Petersburg, Russia) seminar

Hall «Stremyannaya» (1st floor)
10.00 – 14.00 «Basis of Project Management»
15.30 – 17.45 Orenburg business mission / B2B meetings

Hall on the 2nd floor
EXHIBITION OF WOMEN'S BUSINESS PROJECTS AND
EXHIBITIONS-SALES OF GOODS FOR WOMEN
Work time: 17 October from 15.00 to 21.00, 18 October from 9.00 to 18.00

Presentation of books by authors:
12.00 Vladimir Antoshchenkov, Tatyana Yakusheva Sorensen
"City for Two"
12.15 Karin van Mourik
"Translated from Russia. Diary of Fraulein Muller – Frau Ivanov"

As a result of the master class, its participants will learn:

1. Why the managers career falls are so frequent.
 2. What is important in the author's concept of the "LUL Model" (Personal Stability of a Leader).
 3. What competencies of the personal choice to "give up impossible to stand up" today are useful to form, and not only for leaders
- What can prevent today's leaders from keeping their positions in the next 5-10 years

12.15–16.00

Hall
"Nevsky 1"



Seminar "Music Without Barriers"

With the support of the Nordic Council of Ministers

Special music education breaks the stereotypes of music education in general, opens wider opportunities for learning and, thus, ensures the democratic nature of the educational process and greater inclusiveness of the educational environment and society. Accessibility ensures equality, and a society without barriers, where equality is guaranteed, provides well-being for all.

Moderator:

- **MRS. EUGENIA GRANAT** – Project Coordinator, "ShareMusic & Performing Arts" (Sweden)

1. "Music without barriers" – introduction
 2. Welcome address by Mrs. Julie Sofie Østbjerg, Project Officer, Nordic Council of Ministers (Denmark)
 3. "Democracy in Learning" – Mr. Markku Kaikkonen, Director of the Resonaari Special Music Center, Helsinki, Finland.
 4. "Way to the Stage" – Mrs. Anna Laba-Rojak, representative of the PRO OMNI-BUS Foundation, Czechochinek, Poland.
 5. "Bringing Dreams and Opportunities" – Mrs. Lyubov Bleykina, teacher of additional education at the State budget institution "Palace of Children and Youth Creativity" in the Moscow region and Mrs. Olga Kovaleva, Honored Artist of Russia, Laureate of theater awards and competitions, head of the Basics of Academic Vocal Department, International Academy of music named after Elena Obraztsova.
 6. "With a song through life" – Mr. Mikhail Likhachev, Honored Worker of Culture of the Russian Federation, composer and teacher.
 7. "Support in creative development" – Mrs. Irina Petersone, coordinator of Rigas Rotary Astors, Riga, Latvia.
 8. "ShareMusic: Best Practices" – Mrs. Eugenia Granat, Project Coordinator, ShareMusic & Performing Arts, Sweden.
 9. "To be continued ..." – Mrs. Irina Vorontsova, PhD, coordinator of the project "Music without barriers", Prorector - Director of the International and Interregional Cooperation Center, St.Petersburg Social and Economic Institute
- Organizer:**
Saint Petersburg Social and Economic Institute in partnership with St. Petersburg regional public organization for support and development of public initiatives "Women's Alliance" (Russia)

12.15–14.00



Hall
"Nevsky 3"

Master class "FAMILY AS A SPACE FOR DEVELOPMENT. A VIEW CLEARED FROM STEREOTYPES"

- **IGOR AND NATALYA DUBINNIKOV** (Moscow, Russia) – life partners, happy spouses and parents of three children. Igor is a former HR director of large companies, and now a business coach, the author of unique educational programs, a self-development accelerator, an educator and an investor in people.

Natalia is a career development and personnel management mentor, author of staff recruitment and evaluation programs, founder of the Happy Woman of the World association.

The sphere of relations does not fall into the focus of attention of most people until they suddenly realize that they are alone. Meanwhile, the family is the same area of activities usual for us as a career, where a conscious application of efforts is required to achieve the desired result.

- How one can develop through crises and why they are useful
- Why a maternity leave is a springboard for professional development
- How one can consciously transform family relationships and come to partnership

This and many more issues will be discussed at the master class

12.15–14.00

Hall
"Nevsky 2"



Conference in storytelling format

«SUCCESS STORIES OF YOUNG WOMEN»

Organizing partner: International public organization "Federation of Women with University Education" (Russia)

Moderator:

- **ZOYA APEVALOVA** – Ph.D.in Philosophy, Associate Professor, President of the International public organization "Federation of Women with University Education". Laureate of the St. Petersburg Government Prize as a young scientist.

The concept of the section: "Look, learn, undertake and do it!" is a demonstration of the wide possibilities of self-realization of young women, in the fields of education, politics, psychology, sports, beauty industry, business, media. Recommendations to young conference participants.

Speakers:

- **YULIANNA PLISKINA** – Head of JP Media, a personal branding consulting agency, TV expert and presenter of NTV, Channel One, Ren TV, Channel 5 Life78, Moscow24. Mentor and author of the project "Yulianna Pliskina Media Club", author of best-selling books: "Myth Eaters", "Fundamentals of Proper Nutrition. Calorie Counter" etc.
- **IRINA ISHCHENKO** – Founder and Director General of EXPERT-CONSULTING, founder of UNIVERSAL FRANCHISE JOURNAL, founder of the Franchisor Club, St. Petersburg.
- **TSIRA KRUPACHEVA** – Director General of KVADRAT LLC (glass and metal structures), winner of Russian and international starts in running and triathlon (White Nights, Road of Life, Ironman 70.3, A1-triathlon, OPAP Limassol Maratohon, Ironstar, Trismile Estonia, etc.).

- **SOFIA SYCHEVA** – Director of the Quantorium Children's Technopark in Vsevolozhsk, Director of the Axiom Centre for Modern Educational Technologies, entrepreneurial educational programs tracker of the IIDF (Internet Initiatives Development Fund)
- **KRISTINA GIREVA** – President of Super Media Club, Director General of Kristina Gireva's Studio of Creative Events "Luxury Prazdnik", PR Media Group K.G. Production, media producer, TV presenter
- **SOFIA BARINOVA** – Founder of the Legal English Centre, Board Member and official representative of Russia in EULETA - European Legal English Teachers' Association, trainer in legal English of the Swiss company Lawbilly.
- **LARISA POPOVA** – co-founder of "Popovs Studio" gymnastics & acrobatics, teacher of the first qualification category "Boris Eifman Dance Academy", champion of the Northwestern Federal District in rhythmic gymnastics.
- **OLGA SAPANZHA** – Director of the museum "Twenty Years After the War. Museum of Everyday Culture of Leningrad 1945-1965", Doctor of Cultural Studies, Professor of the Department of Art Education and Decorative Arts and Deputy Dean for Research, Faculty of Fine Arts, A.I. Herzen Russian State Pedagogical University, winner of the St. Petersburg Government Young Prize.
- **TATYANA SVIDLOVA** – Sports psychologist of the Russian National Teams. She has worked with more than 27 Winners and Prizewinners of the Olympics and Paralympics. Psychological practice in sports since 1997. One of the first to start this direction in contemporary Russia.
- **ELENA KRASNOVA** – Co-owner of Tkanoff Group, Founder of the Selektion clothes brand, Speaker of Delovaya Sreda JSC, Member of the Expert Council of the Ministry of Economic Development of the RF, Member of the Russian Support.
- **NATALIA VELIKANOVA** – "Miss Shop24", "Miss SPARADA", "Miss Charm" of the Miss Melon Rich XXI 2019 contest. Stylist, linguist-translator, fashion designer, choreographer. Trainer for fitness gymnastics and non-surgical face and body plastic "Bodyflex". Professional beauty consultant, makeup artist and participant of "Russian Fashion Week".
- **YULIANA KUZNETSOVA** – Founder of the Leo School network of language schools. Winner of the "Great Business" award in the "Early Success" category, 2019; Winner of the Russian Investment Forum in Sochi, in the category of "Best Youth Project in the Field of Social Entrepreneurship", 2018.
- **VIDANA NEDELKO** – Dentist, "Meds Clinic" in Moscow. Plus size model. Participant of the Mus TV show, Fashion Week in Moscow and "SupermodelPlus by Shopping". Miss "Perfection" Miss Melon Rich XXL Beauty Contest. Organizer of holidays and events.
- **TATYANA ZOZULYA** – Certified business coach of the international standard ICU and MMIBA. Owner of the FOUNDER school. Director of the Charity Fund "Good without Borders". She was awarded by the Ministry of Education of the Moscow Region for her contribution to the protection of children's rights.

13.00–14.00

Hall
"Admiralty"



13.00–14.00

Hall
"St. Petersburg"



14.00–15.30

15.30–16.00

Hall
"St. Petersburg"



- **IRINA TOCHILINA** – Entrepreneur, active social activist, mother of many children, founder of "Hamster" international network of family cafes, coworking for Busy Moms mothers and StartUpMama entrepreneurship school for women having a maternity leave

IMAGE, PSYCHOLOGY, SPACE: 3 master classes

Topic: «How to Influence People with the Help of Positive Energy, Personal Business Image, and Individual Image»

- **TUIJA KAUPPINEN** (Finland) – author of the Women Business Passion global business project, which helps women around the world discover their passion, vision, and special style.

Topic: "Using Neurotypology Tools in Life and Business Communications"

- **MARINA MALIKOVSKAYA** (St. Petersburg) – lawyer, HR consultant

Topic: "VASTU – organizing space to achieve personal and professional tasks"

- **LARISA SKOROKHOVA** (Moscow, Russia) – Vastu expert, master of women's practice, founder of Vastu Woman online school

13.00–13.40 Seminar "FINTECH* – NEW OPPORTUNITIES FOR WOMEN'S ENTREPRENEURSHIP"

- **ANNA KLIPPSTEIN** (Germany) – Professor, Doctor of Economics, Lecturer in Finance and Management, Dean of the Touro College American University branch in Berlin, editor of the International Journal of Finance, Economics, and Trade
- *Fintech is an industry consisting of companies that use technology and innovation to compete with traditional financial institutions represented by banks and intermediaries in the financial services market. Both technology start-ups and large organizations that try to improve and optimize the financial services provided identify themselves as fintech.

13.40–14.00 "Sales Trends 2020"

- **TATYANA VINOKUROVA** (Saint Petersburg, Russia) – business coach, author of online courses in sales, author of the book "32 Proven Methods to Increase Sales" Master class for executives and entrepreneurs

Lunch

Lecture "ACCEPTANCE OF OTHER: A PRECONDITION TO MODERNITY"

- **TAREK HEGGI** (UK/Egypt) – Professor, political scientist, writer, expert in the field of international relations. His extensive writings defend democracy, tolerance and women's rights in the Middle East, promoting them as universal values necessary for progress in the region.

15.30–1745



Hall
"Admiralty"

Master class "WOMEN'S HEALTH: AYURVEDA VIEW"

• DR. ANANDA RUGUÊ (Brazil) – a doctor by education, a happy mother of two children, grew up surrounded by Vedic culture, she studied Ayurveda in India, in her approach she found ways to combine ancient knowledge with the foundations of modern medicine.

*Ayurveda - traditional Indian medicine and life science

Master class program: "Types of therapeutic approach in Ayurvedic medicine. A way to see the world and yourself. Different biotypes. Woman and her natural cycles. How to be healthy and happy with Ayurveda"

15.30–16.30

Hall
"Nevsky 3"

Round table "SOCIAL ENTREPRENEURSHIP AND SOCIAL ACTIVITY OF WOMEN"

Moderator:

• SKORNYAKOVA SVETLANA SERGEEVNA (Saint Petersburg, Russia) – Cand. of Arts Sc., associate professor, Peter the Great SPPU

Speakers:

• OKSANA NABATCHIKOVA (Orenburg, Russia) – Deputy Chairperson of the Committee for Economic Policy, Industry and Entrepreneurship of the Legislative Assembly of Orenburg region

Topic: "Social Business in Women's Hands"

• RAISAT OSMANOVA (Makhachkala, Russia) – Executive Director of the Dagestan regional public movement "Dagestan without orphans"

Topic: "School of life" - experience in social work with women in difficult situations"

• IRINA TOCHILINA (Saint Petersburg, Russia) – Entrepreneur, social activist, mother of many children, founder of "Hamster" international network of family cafes, coworking for Busy Moms mothers and StartUpMama entrepreneurship school for women having a maternity leave

Topic: "Personal Experience of Social Entrepreneurship"

15.30–16.00

Hall
"Nevsky 2"

Master class "Digital Technologies for the Development of Women's Business Projects"

• LIDIA SHKOLNAYA (USA) – Director General of the American company "anaZana, Inc", specialist in the field of digital marketing

16.00–1745

Hall
"Nevsky 1"

Round table "MEDICAL TECHNOLOGY AND WOMEN'S HEALTH"

Moderator:

LARISA PETRENKO (USA) – naturopathic physician, Candidate of Medical Sciences, advanced obstetrician-gynecologist.

Speakers:

• IRINA ARTEMIEVA (Moscow, Russia) – brand developer and owner of the production of the Russian innovative biocomplex "TM Colla Gen first living collagen"



• ELENA SEMENOVYKH (Chelyabinsk, Russia) – Executive Director of the Clinic "Istochnik", Laureate of the Prize of the Governor of the Chelyabinsk Region/
Topic: "Women's Health – the key to the welfare of the nation"



• LARISA PETRENKO (USA) – naturopathic physician, Candidate of Medical Sciences, advanced obstetrician-gynecologist. Founder and Director General of the American Association of Russian-Speaking Women
Topic: "Biotechnologies in medicine that will radically change their own biology to protect against diseases and aging in 10 years"

16.00–1745

Hall
"St. Petersburg"

Round table "WOMEN AND THE ECONOMY: PRACTICAL EXPERIENCE OF CONFERENCE PARTICIPANTS"

Moderator:

• KALININA ELENA IVANOVNA – Chairman of the Conference Organizing Committee, Rector of the St. Petersburg Socio-Economic Institute, President of the Women's Alliance public organization, Ambassador of St. Petersburg

Speakers:

• TATIANA MIKHAILOVA (Azerbaijan) – Founder of Azerbaijan Business Women Organization, a specialist in strategic communications and management, an entrepreneur, a supporter of innovative education, women's empowerment

Leadership as a Factor of Success

Topic: Leadership as a Factor of Success

• MARIA RIOS (USA) – President of Nation Waste, Inc. - Texas's largest waste management company. Member of civil and business initiatives, projects to improve labor safety. At the international competition of entrepreneurs, IWEC was among the 27 best entrepreneurs in the world. It was called "\$30 million empire built on trash" by American CNBC

Artificial Intelligence and Entrepreneurship called her company

Topic: Artificial Intelligence and Entrepreneurship

• ALYONA YAKOVLEVA (Moscow, Russia) – President of the Russian branch of the international organization Women in Nuclear Global WiN Russia, member of the Public Council of Rosatom State Corporation, head of the Atomic Energy 2.0 information portal. It develops women's leadership, international mentoring and knowledge sharing, career guidance for schoolchildren, as well as the popularization of culture and the practice of a healthy lifestyle

Topic: "Experience in Creating a Leadership Project Aimed at Developing a Professional Women's Community in the Nuclear Industry"

• GALINA KOVAL (Vladivostok, Russia) – Director of the Private Educational Institution "International School of the New Millennium", entrepreneur
Topic: "Role of Women in Russian Business"

• MARINA SHALIMO – Founder and director of the design studio Sutoria, Member of the Council of the Belarusian Union of Designers, member of the Belarusian Union of Women, professional mentor

Topic: "Creativity as a factor of business success"



16.30–17.45

Hall
"Nevsky 3"



Seminar "ACTIVE GENERATION. PRACTICAL HEALTH AND LONGEVITY SUGGESTIONS"

Moderator:

• LIDIA KHOROSHININA (St. Petersburg, Russia) – Doctor of Medical Sciences, Professor at the Department of St. Petersburg State Pediatric Medical University, Chairman of the Medical Professional Association of Geriatricians.

Speakers:

• VITALY ODIN (St. Petersburg) – Professor, Department of Faculty Therapy, Military Medical Academy

Topic: Hormone-Metabolic Health and Youth

• VALERIA NOVIKOVA (St. Petersburg) – Head of The Laboratory of Medical and Social Problems, Professor, Academician of the MANEB, Chairman of the League of Doctors of the North-West NGO

Topic: "Art of Longevity and Longevity in Art"

• ALEXEI LODYAGIN (St. Petersburg) – Chief External Toxicologist of the St. Petersburg Health Committee, Head of the Clinical Toxicology Department of I.I. Dzhanelidze Research Institute of Emergency Medicine

Topic: "Structure of Acute Poisoning in Elderly People in a Megalopolis"

• LIDIA KHOROSHININA (St. Petersburg) – Doctor of Medical Sciences, Professor, Department of St. Petersburg State Pediatric Medical University, Chairman of the Medical Professional Association of Geriatricians

Topic: "Can I Live Long and Retain My Cognitive Abilities?"

16.00–17.45



Hall
"Nevsky 2"

Master class "EMOTIONAL MANAGEMENT"

• YULIA SALMANOVA (St. Petersburg, Russia) – professional psychologist, coach, author of training programs, business coach of management teams

Brief announcement: Emotional intelligence is an important competence quality of a modern leader. Especially women, because the emotionality with which they are generously gifted from nature can be their strength and competitive advantage! At the master class, participants will receive practical tools for using emotional management.

Presentation of the Empatium business game for development of emotional intelligence (EQ). Presenter – Elizaveta Lovyagina, game trainer.

19 OCTOBER 2019, SATURDAY

Venue: Oktyabrskaya Hotel at 10 Ligovsky, Conference Centre, 2nd Floor

10.00–12.00

Seminar "TYPICAL MISTAKES IN SUBMITTING PROJECTS TO THE PRESIDENTIAL GRANT"

- implemented as part of the project "School of Civic Activism"

Organizer-partner: Union of Women of Russia (Russia)

Presenter:

Deputy Director General of the Presidential Grants Foundation Innokenty Dementiev

Leaders and leading experts of NGOs interested in the development of socially useful projects through the system of Presidential grants are invited.

09.00–12.00

Seminar "PROJECT MANAGEMENT" (continued)

- is being implemented as part of the cross-border cooperation project under the Latvia-Russia program 2014-2020 "Women Entrepreneurship and Counseling: a Network of Resource Centres for Women Entrepreneurs in the Border Regions of Latvia and Russia" (EBA)

- unites participants from Russia (St. Petersburg and the Pskov region) and Latvia (Riga, Latgale, Jelgava and Zemgale region)

Organizer: St. Petersburg Socio-Economic Institute (Russia),

Project Coordinator:

• IRINA SHCHUKINA

Presenter:

• ALEKSEY VASILIEV – coach consultant, Agile coach

• Lego4Scrum game

- sprint planning

- cycle of operational planning and management

• Debriefing

Analysis of applicability of practices and methods in the work.

Social and sightseeing program (ad libitum, optional)

9.30–13.30

Sightseeing tour of St. Petersburg with a visit to the Peter and Paul Fortress

13.30–14.30

Sightseeing tour of St. Petersburg with a visit to the Hermitage

13.00–17.30

Excursion to Pushkin, with a visit to the Catherine Palace

10.00–18.00

Working meetings, individual consultations, signing of agreements