

Business Forum 3.0

Traditional side event of Prague Pride

From the inside Out



The Business Forum brings together business leaders and experts to discuss issues related to the LGBT community for third year running. This year, our speakers and guests will discuss the topic of creating “open spaces” within companies, reaching beyond the LGBT community. The focus of the forum will be on diversity management and marketing, geared at LGBT. We will share experiences and best practices from both the Czech Republic and abroad.

Following the conference, a networking reception will take place at the terrace of the Cloud 9 sky bar & lounge, starting at 7 p.m. The bar, renowned for its breathtaking views of Prague, is located on 9th floor of the Hilton Prague Hotel. The evening will start with an innovative Aperol cocktail and you will have a chance to enjoy summer BBQ specialties of fresh burgers, steaks, chicken souvlaki, lamb kebabs and pork skewers in addition to a wide selection of salads. (Price per person is 590 CZK, paid on the spot)

To register for both the conference and the reception, please RSVP to business-forum@praguepride.com (limited availability)

WHEN:

15 August 2013 from 2 p.m. to 6 p.m.

WHERE:

Hilton Prague, Pobřežní 311/1, 186 00 Prague 8

LANGUAGE:

English

ORGANIZERS:

IBM - Hilton Prague - Prague Pride

from 2 p.m. to 2:30 p.m. **REGISTRATION**

from 2:30 p.m. to 3 p.m. **WELCOME**

- **Representative from Embassy of the Netherlands**
- **Michael Specking**
General Manager, Hilton Czech Republic
- **Marijn Pijnenburg**
Business Development Executive, Workforce Diversity and LGBT Markets EMEA, IBM

from 3 p.m. to 4:30 p.m.

INCLUSIVE CORPORATE ENVIRONMENT

- **Armin Borries**
Clearstream Operations Prague
- **Alena Sochorová**
Managing Director - Communications, Media & Technology, Client Lead, Accenture Czech Republic
- **Andreea Gavrilus**
Resources and Talent Lead, Vodafone, Czech Republic
- **Scott Neuman**
Marketing and Communication Director, IBM Central and Eastern Europe

from 4:30 p.m. to 6 p.m.

LGBT TARGETED MARKETING

- **Stephan Roth**
Director, Outhink Partners
- **Edwin Seth Brown**
Global Representative, Gay & Lesbian Segment | ITB Berlin
- **Will Rust**
Executive Creative Director, Ogilvy Group, Czech Republic

CLOSING REMARKS

- **Czeslaw Walek** - President, Prague Pride

Moderator: **Merryn Johns**
Editor-in-Chief, Curve Magazine

