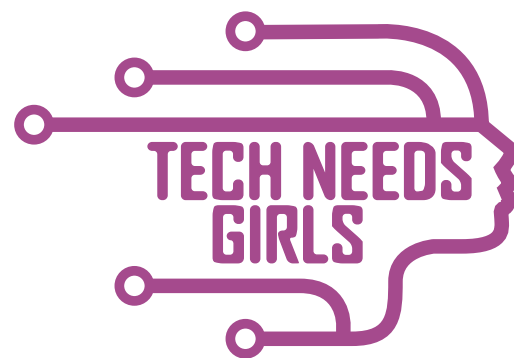# GIRLS IN ICT DAY
## PROGRAMME
### APRIL 26, 2012

**Empowering girls through ICT – how can we encourage young women in countries around the world to play a greater role in the technology revolution?**

*Type of event:* Advocacy + Media event, including launch of ITU's new global campaign *Tech Needs Girls*

*Concept:* The event comprises a series of moderated 'conversations' and audience interaction with outstanding women who have compelling stories to tell

*Venue:* **Edgar J. Kaufmann Conference Facility,** Institute of International Education, New York City

*Moderator:* **Geraldine Laybourne,** Chairman of the Board, Alloy Inc

## EVENT SCHEDULE

**09:30** Welcome coffee

**10:00** Opening remarks by moderator *Geraldine Laybourne*

**10:05** Welcoming remarks from Dr Hamadoun Touré, ITU Secretary-General

**10:10** *The Global Perspective: a conversation with Lakshmi Puri,* Deputy Executive Director, UN Women and *Melanne Verveer,* United States Ambassador-at-Large for Global Women's Issues

**10:40** *The view from Europe and the US: a conversation with Mignon Clyburn,* FCC Commissioner, and *Neelie Kroes,* VP European Commission/Commissioner, Digital Agenda

**11:10** *Policy imperatives: Jasna Matić,* State Secretary for Digital Agenda, Serbia on what national governments can do to open up a world of new opportunities for girls

**11:15** *Girls, Gaming and Manga Goddesses: a conversation with Emiko Iwasaki,* manga creator, WIPO prize winner 2010

**11:20** *Coffee break*

**11:30** *Bright New Future?:* Report author *Nidhi Tandon* on measuring the gaps and spotting the opportunities

**11:35** *Challenges & Opportunities for Industry: a conversation with Alethea Lodge-Clarke,* Programme Manager, Public Private Partnerships, Microsoft, *Monique Morrow,* CTO Asia Pacific & Distinguished Consulting Engineer, Cisco Systems, *Juliana Rotich,* Executive Director, Ushahidi, and *Sarah Wynn-Williams,* Manager, Global Public Policy, Facebook

**12:15** *Technology as Empowerment: a conversation with Joanne O'Riordan* on how she uses technology to overcome the limitations of Total Amelia Syndrome

**12:20** Closing remarks by moderator

**12:25** Launch of ITU's *Tech Needs Girls* campaign by Dr Hamadoun Touré

**12:30** *Lunch.* Waiter service gourmet sandwiches, hot and cold beverages

**14:00** Event close

**TECH NEEDS GIRLS**

**International Telecommunication Union**

*Committed to Connecting the World*