

USA - CENTRAL EUROPE

WOMEN IN BUSINESS

SUMMIT 2019

2019 USA-Central Europe Women in Business Summit

Promotional Toolkit for Partners

Honorary Committee of the USA – Central Europe Women in Business Summit



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in New York



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Dear Colleagues,

We're excited to be working together and appreciate your support in helping to raise awareness about the **USA-Central Europe Women in Business Summit**.

This exciting new transatlantic initiative, being co-organized by Cultural Vistas and Polish American Women Entrepreneurs, will take place on Thursday, October 17 at the Tribeca Rooftop in New York City.

The Summit will bring together 350 business leaders, innovators, changemakers, entrepreneurs, and more honored guests from across the USA and Central Europe.

Attendees will engage online with messaging using **#USACEWomen**—providing ample opportunities for new partnerships and connections for your organization or institution.

We hope this resource is helpful in our work together.

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About the Summit

Giving women a voice and platform is a powerful driver of economic growth and innovation. The **USA-Central Europe Women in Business Summit** promises to be the largest and most important summit of its kind focused on building transatlantic ties for women in business.

The Summit will target 350+ attendees from the USA and Central Europe including:

- Business leaders—from Fortune 500 companies to startups
- Representatives from Central European countries
- Officials in international trade and development
- Associations and communities representing women in business

By convening women business leaders, innovators, as well as experienced and aspiring entrepreneurs, the Summit will:

- Strengthen connections and identify career pathways for women in business
- Promote increased trade and investment opportunities between regions
- Showcase innovative leadership initiatives within the business community
- Advance entrepreneurship in high-demand industries and markets

The daylong event includes networking opportunities with exclusive access to:

- Insights on market opportunities in the United States and Central Europe
- Inspiring speakers, dynamic discussions, and engaging presentations
- High-level meetings with government representatives from each country
- One-on-one consultations with industry mentors

For more information, visit usacewomen.com

Summit Presented By:



Honorary Committee of the USA – Central Europe Women in Business Summit



Quick Facts

The connection between women's economic participation and prosperity is undeniable.

- Closing the gender gap in the workforce could add a staggering \$28 trillion to the global GDP. ([CFR](#))
- Estimates suggest that improving gender parity may result in significant economic dividends, which could increase the GDP in the United States by \$1,750 billion and that of Germany's by as much as \$310 billion. ([WEF, 2017](#)).
- The business rationale for gender-smart solutions is diverse and wide-reaching. ([World Bank, 2017](#)).
 - High-performing companies are almost 50 percent more likely than low-performing companies to report that men and women have equal influence on strategy development.

Women are raising standards.

- Companies with a female founder performed 63% better than investments with all-male founding teams. ([First Round Capital](#))
- For every dollar of investment raised, female-run startups generated 78 cents in revenue, whereas male-run startups generate only 31 cents. ([Boston Consulting Group, 2018](#))
- Research found that women-led teams generate a 35% higher return on investment than all-male teams. ([Kauffman Foundation, 2016](#)).
- Across Europe, female-owned digital startups, which provide a low barrier to entry, perform 63% better than male-founded startups ([European Commission](#)).

Opportunities abound in Central Europe.

- The highest representation of women business owners in Europe is in **Poland** (30.3%), **Hungary** (28.1), **Switzerland** (25.5), **Germany** (25.3) ([Mastercard Index of Women Entrepreneurs, 2018](#))
- In addition to established ecosystems in countries like **Germany** (9.0), emerging startup ecosystems, such as **Slovakia** (9.5), the **Czech Republic** (8.1) and **Poland** (7.8), are creating a large number of jobs and plan to hire another 7.5 people in the next 12 months. ([Startup Monitor, 2018](#)).
- **Poland, Slovakia and Hungary** are among the EU's fastest-growing economies in 2019. ([KafkaDesk](#))
- **Poland's** economic growth projections are among the highest in Europe for 2019 ([FocusEconomics, 2019](#))
- **Slovakia**, meanwhile, is set to become the fastest growing developed economy in the world ([OECD](#))
- 88 percent of European startups are planning further internationalization to one more countries in the next 12 months. ([Startup Monitor, 2018](#)).
- Countries that successfully narrowed the wage gap between men and women in Central Europe are **Slovenia** (5%), **Poland** and **Hungary** (9.4%) in comparison with the USA (18.2%). ([OECD](#))
- The number of women launching their own businesses in the **Czech Republic** has risen significantly in recent years, [increasing by 30,000 between 2012–2015](#).
- **Germany** [ranked 14 out of 149 countries](#) in the World Economic Forum's 2018 Global Gender Gap report
- Women in **Hungary** are [more likely to be in leadership positions at larger enterprises and micro-firms](#) than SMEs.

Despite strides, there is considerable work ahead.

- When women business owners pitch their ideas to investors for early-stage capital, they receive significantly less—a disparity that averages more than \$1 million—than men. ([Boston Consulting Group, 2018](#)).
- The financing gap for women entrepreneurs, meanwhile, remains at an estimated \$285 billion. ([All Raise](#))
- About one-third of all small businesses in the United States are founded by women and yet only 7% of venture funds go to startups led by female founders. ([Kauffman Foundation, 2016](#)).
- When scrutinizing the European founders, a common profile emerges: The average founder is male (82.8%), holds a university degree (84.8%) and is currently 38 years old. ([Startup Monitor, 2018](#)).

Honorary Committee of the USA – Central Europe Women in Business Summit

Timeline

Week of June 10

- Online push begins by publishing kickoff blog: [Women Leaders from Central Europe and USA to Meet at Transatlantic Summit](#)

Mid-July

- Updated toolkit with messaging and graphics to promote keynote and/or VIP speakers distributed to Honorary Committee and Community Partners.

Week of August 19

- #SheMeansBusiness Speaker Series weekly speaker profiles commence

Week of September 9

- Media advisory and invitation for pre-Summit media reception distributed

Graphics, Sample Messaging, & Additional Resources

All Summit-specific branded graphics and related logos, along with email templates, and social media messaging, are available via the following [shared folder](#).






Partners are encouraged to utilize the toolkit to help raise awareness of the event. This will be updated over the course of the project in the lead-up to the October event.

- [Branded graphics with event info sized for various uses](#) (web, multiple social channels)
- [Sample email templates](#)
- [Sample social media messaging](#)

Honorary Committee of the USA – Central Europe Women in Business Summit



Social Media Directory

<p>Summit Hashtag</p> 	<p>#USACEWomen To appear on all Summit promo</p> <p>Ancillary: #FemaleFounders #WomenInBiz #SheMeansBusiness</p> <p>To complement outreach, particularly when highlighting speakers</p>
<p>Twitter</p> 	<p>@USACEWomeninBiz</p> <p>Summit Organizers @PolAmWe @CulturalVistas</p>
<p>Facebook</p> 	<p>Summit Facebook Event fb.com/USACEWomenInBusiness Summit Facebook Event</p> <p>Summit Organizers fb.com/PolishAmericanWE fb.com/CulturalVistas</p>
<p>Instagram</p> 	<p>@PolishAmericanWe</p> <p>@CulturalVistas</p>
<p>LinkedIn</p> 	<p>PolishAmericanWE CulturalVistas</p>
<p>Other Links and Accounts of Note</p>	<p>PolishAmericanWE.com CulturalVistas.org Blog</p>

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Summit Partners

The USA-Central Europe Women in Business Summit is supported by the honorary patronage of Central European countries and organizations across the United States committed to investing in opportunities for women in business.

Honorary Host Committee

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Community Partners

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