

(08:30 - 9:30) Registration

9: 25 - 5 min Promo Video 10 WOMEN

(9:30 - 9:45) Welcome address

Yordanka Fandakova - Mayor of Sofia

Lilyana Pavlova - Minister of the Bulgarian Presidency of the Council of the EU 2018

Video welcome address

(9:45 – 10:00) Welcome Keynote: SHEleader@digital

Sasha Bezuhanova - Chair of Board at Bulgarian Centre of Women in Technology

Sheryl Sandberg - Video welcome address

(10:00 - 10:15) Keynote: Ruling the policies with a feminine touch

Mariya Gabriel - European Commissioner for Digital Economy and Society

(10:15 - 10:30) Keynote: Women and men in ICT jobs across the EU

Lina Salanauskaite – Researcher at European Institute for Gender Equality (EIGE)

Session 1: SHE is a leader

(10:30 – 10:45) Keynote: Leadership with a Bulgarian flavor

Mina Dimitrova - Head of Central Go To Market EMEA, Google

(10:45 – 11:00) Keynote: Talking is for women, networking is for men. Think again

Mary-Jo de Leeuw - Founder and VP of Women in Cyber Security Foundation (WiCS) and Partner Cyber Security and Innovation at Revnext

(11:00 – 11:15) Keynote: Driving business success with the power of diversity

Cait O'Riordan - Chief Product and Information Officer at Financial Times

(11:15 - 11:30) Interview: Embracing diversity includes everyone

Guest: Bart De Vries - President of IPRA

Moderator: Mariya Gergova-Bengtsson, CEO and Founder at United Partners

(11:30 – 12:00) Coffee break

Session 2: SHE is digital

(12:10 – 12:35) 5x5 mini Keynotes: I'm a digital woman

- Zornitsa Roussinova - Deputy Minister of Labour and Social Policy
- Kristina Stoitsova - Senior Director, Professional Services Center of Excellence, VMware
- Sabela Garcia Cuesta - Program Manager at Next Media Accelerator Hamburg
- Janna Cosby - Executive Producer at XVP Studios
- Isabelle Dumortier - Serial Digital entrepreneur

(12:35 -13:00) Panel Discussion: Digital Femininity

Moderator: Réka R. Artner - Curator at TEDxVienna

(13:00– 13:20) Fireside Chat: She knows, he knows

Hristo Hristov - CEO at Netinfo

Anna Atanasova - Student at King's College London

Host: Boyan Benev, Digital and social entrepreneur, SHYN

(13:30 - 14:30) Lunch

Session 3: SHE starts up with impact

(14:30 - 14:45) Keynote: We just want to change the world - what do women entrepreneurs do different

Larissa Best - Founder and Director at EQUILIBRE and President of LBAN

(14:45 - 15:15) 5x5 mini Keynotes: I'm a game changer

Lubomila Jordanova - Founder and CEO at Plan A

Magi Pashova - Food Revolution

Iva Gumnishka - Founder at Human in the Loop

Ina Abadjieva, Rosy Paunova - Founding CEOs at Rosey's Mark

Olga Mineva - Author and coordinator of the EMPROVE project

(15:15 - 15:45) Firesidechat: She's got no money in the bank (*why is it harder for women entrepreneurs to raise money*)

Marzena Bielecka - Managing Partner and Founder of Experior Venture Fund

Vasil Terziev - Partner at 11.2 and Co-founder at Telerik Academy

Host: Rumen Iliev - Partner at Launchub

(15:45 - 16:15) Coffee Break

Session 4: SHE is a diva... in her career, family and anywhere else

(16:15 - 16:30) Keynote: How is that possible at all?

Liisi Toom - Owner of Persoonibrändi Agentuur, Estonia

(16:30 - 16:45) Keynote: I did that with grace and a lot of sleep

Rumyana Trencheva - Managing Director at SAP, SEE

(16:45 - 17:00) Keynote: Start small, dream big

Petya Petkova, Moryana Filipova, Ralitsa Bankova

(17:00 - 17:30) CLOSING

Host - Sasha Bezuhanova

- Mini Keynote: Big news - Entrepregirl International /5 Entrepregirl representatives/
- Signing an agreement - **Coalition “Women leaders@digital for Europe”**