



**Young
BPW Europe**

Report: Young BPW Europe



Viktoria Balensiefen, BPW Member since 2003,
Young BPW Representative Germany since 2004,
Young BPW Representative of BWP Europe since 2005.

I held the position of Young BPW Representative, when I officially took over Responsibility for the Task of Young BPW Europe Representative in December 2005 by appointment of the President of BPW International, Dr. Chonchanok Viravan.

Parallel to this task I became member of the ECC. In May 2005, I finally found my successor in Germany in the position of the national Young BPW Representative.

I am very happy that up from now I can focus intensively on Europe. And I would like to thank the ECC for their patience and cooperation – most of all, Gabriella Canonica for always supporting me, having time for questions and a lot of valuable tips!

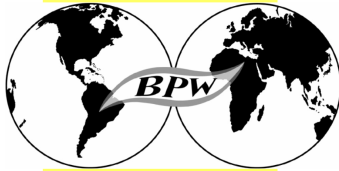
My motivation to work for BPW in this position is that I feel the need to support three points:

1. Internal: Help **BPW to grow** and work efficient
2. External: Support **BPW to become a recognized and strong organisation**
3. General: **Give Role-Models to (Young) women** and make them aware that they can and have to take responsibility for themselves, that they can be strong and reach there targets

I hope that I can fulfill the task and my targets. For your all support my great thanks in advance!

The **first things** that I have done in the new position mainly were:

- Launching a Guideline: "How to attract new (young) members"
 - Supporting BPW France with their Young BPW Project
 - New Welcome text on the Website incl. translation into all required languages.
- I would like to thank



**Young
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Contact, Meetings & Travel:

December 2005:

Meeting with Gabriella Canonica, Regional Director Europe, Bale/Switzerland:

- Tasks and Targets of Young BPW Representative Europe
- Discussion about BPW Europe Congress Stockholm: Schedule, Program

January 2006:

National Conference BPW France, Paris/France:

- Speech about "Why having Young BPW"
- Meeting with the Project Group who is planning to start **Young BPW in France**

May 2006:

BPW Germany Spring-Meeting, Munich/Germany:

- Discussion with Mag. Dillinger-Brigl about **Young BPW in Austria**
- Connection with **Danube Net**: Agreement with Chair of the Project, Marion Volk, that she will promote Young BPW when she promotes the Danube Net

June 2006:

BPW Europe Congress, Stockholm/Sweden:

- Workshop about Young BPW: Benefit, Reason-why, how to start
- Launch of the 2nd Guideline "Integration and Communication"

Continuously:

- Information and contact of prospects, leading them to the National Representatives (up to now: 5 women, who contacted me through the website)
- Mail-contact to the National Presidents and National Young BPW Representatives



**Young
BPW Europe**

Products, Projects & Events

Young BPW Europe Homepage

Immediately after my appointment, I wrote a new welcome text. Thanks to Waltraud Gemein and Montserrat Daemisch (BPW Germany), the translations were available in an instant. And thanks to Gabriella Canonica it was online within seconds.

The complete site-content is in Relaunch-process and will be translated as well.

There is already a team existing which will support this project:

Rita Shats and Waltraud Gemein, BPW Germany

Ai-Ling Cai, BPW Italy

Linda Ten Broek, BPW Netherlands

Young BPW Flyer

Development and design of a Young BPW Flyer as a Powerpoint-File which can be used throughout Europe. There will be a Download-Version on the Homepage.

Young BPW Presentation

Development and design of a Young BPW Presentation as a Powerpoint-File which can be used throughout Europe. There will be a Download-Version on the Homepage.

Young BPW Europe Newsletter

Issued monthly and sent to all National Young BPW Representatives or the National President

Young BPW Switzerland:

28.01.06 Networking Day in Zurich

Support of BPW France with their Project to start

Young BPW in France

Incl. questionnaire, mails & calls, meetings, support to get contact within BPW Europe

In Cooperation with **Young BPW Germany:**

Translation and Launch of

1st Young BPW Guideline: How to interest more (younger) members

In Cooperation with **Young BPW Germany:**

Translation and Launch of

2nd Young BPW Guideline: How to integrate and communicate (younger) members

In Cooperation with **Young BPW Sweden**

BPW Europe Congress 2006: Contribution to the Congress Program



BPW INTERNATIONAL
Business & Professional Women

**Young
BPW Europe**

Social Programm: Girls Night Out
Workshop: Why and how easy to start Young BPW
Mentoring Breakfast with PriceWaterhouseCooper



**Young
BPW Europe**

**Targets & Plans
from August 2006 – 2008 BPW International Congress**

D-A-CH-Meeting, August 2006:

- Leading a Workshop on Young BPW
- Meeting with Young BPW of Austria, Germany, Switzerland

Young BPW in every European BPW Country

Support the Formation of Young BPW in all countries where there is no living Young BPW Group or Taskforce, e.g.

- BPW France
- BPW Austria

Rise membership to 10%

- get an overview on how many Young BPW there are in the single European BPW Countries
- encourage to rise the number of Young BPW on **10%** of the complete number of members to ensure ongoing renewal and avoid over-ageing

Networking:

- Contact to all European Countries
- Connect Young BPW of Europe
- Meeting with European Young BPW as side-events during all Congresses

4th International Young BPW meeting in South Korea

Encourage Young BPW in Europe to join, initiate the Bottom-up/Top-down exchange of experience, material, Best-practice

Communication:

- Put Guidelines and existing material onto the Intranet of Young BPW Europe Homepage as Download-Files
- Relaunch of Young BPW Homepage (text, design, functionalities, tools)
- Ongoing collection of existing materials and tools used in different countries, translation into English and making available to everyone