



Business Across Borders

6th October 2010



Kingdom of the Netherlands

Conference Programme

9.00 - 9.30	Registration / Coffee	12.10 - 12.30	Bank of Valletta
9.30 - 9.40	Opening - H.E. Douglas W. Kmiec - American Ambassador	12.30 - 13.00	Q & A
9.40 - 9.45	Panel Introduction - Chairperson	13.00 - 14.30	lunch (optional)
9.45 - 10.05	Factors in Entrepreneurial Success LEONIE BALDACCHINO B.Psy (Hons) Lecturer at the Edward de Bono Institute for the Design & Development of Thinking, University of Malta	14.30 - 15.30	WORKSHOPS Workshop 1: PR in Business workshop 2: Structural Change to Meet Family Friendly Measures
10.05 - 10.25	Overcoming Start up Obstacles DORIS SAMMUT - MAWB President / Managing Director Green Skip Group	15.30 - 16.00	Rapporteurs workshop conclusions
10.25 - 10.45	Permission to be Passionate JACKIE BACKMAN	16.00	Closing
10.45 - 11.15	Interactive Discussion		
11.15 - 11.30	Coffee Break		
11.30 - 11.50	Be the Expert that You Are Using Public Relations to Grow Your Business & Brand MARY SCHNACK		
11.50 - 12.10	Lof as an Agent for Social Change JOLANDA HOLWERDA, founding editor and manager Lof Media		





Ms Jolanda Holwerda

Jolanda Holwerda is founding editor of Lof Magazine. In October 2007 she started Lof magazine, a new platform for career committed working mothers, because she believes that a cultural change in the Netherlands is necessary to inspire working parents to combine career and family life in a more positive way. Since the start, Lof has organized many events, a.o. the National Working Mother of the Year Breakfast. Another breakthrough is the survey "the Top 100 of the Best Companies for Working Parents" which shows that there are many companies in the Netherlands that stimulate work-life balance on one hand and diversity and inclusion on the other hand. Jolanda is speaking at the annual conference of Malta Association of Women in Business about the subject Lof as an agent of social change.



Ms Jackey Backman

Jackey Backman is an internationally recognized speaker, trainer and personal development specialist. Her business experience includes positions in middle and senior management. She is currently President of One Spirit Inc. Jackey has developed countless successful training programs and continues to deliver her internationally acclaimed Success Intensive Training™ in which she shares "9 Principles of Personal Power™". She has been acknowledged through national television, radio, and magazines, and is recognized for her expertise in Powerful Communications, Dealing with Difficulty in the Workplace and her outstanding contributions in transforming good managers into exceptional leaders. Jackey has worked with organizations throughout North American and the Middle East including, The National Research Council of Canada, Sport Canada, Ministry of Oil and Gas Oman, The Achievement Centre, Paramount Energy, Qalhat LNG, JMP Engineering, Rockhurst University, McMaster University and DHL Canada.



Ms Mary Schnack

Public relations consultant with more than 30 years of experience in journalism, public relations, crisis communications, media relations/training, writing, and marketing communications. Mary Schnack owns a variety of businesses focusing on communications and is an award-winning writer, reporter, public relations professional and advocate. Through her public relations work, she conducts public relations, crisis communications and media training seminars throughout the United States and has conducted workshops at conferences in Kenya, Ghana, South Africa, Indonesia, Switzerland, Egypt, Greece, Brussels, London, and Mexico City. She was the recipient of the 2004 U.S. Small Business Administration's Women in Business Advocate award for the Arizona District and Region IX and in 2008 she was awarded The International Alliance for Women Inaugural World of Difference 100 Awards, Advertising Working Mother of the Year Trailblazer Award and Member of the Year for Women Impacting Public Policy.



Ms Leonie Baldacchino B.Psy. (Hons)

Leonie Baldacchino graduated from University of Malta with an Honours Degree in Psychology, followed by a Distinction in the Master of Arts in Creativity and Innovation. At present she is reading for a PhD in Entrepreneurship at Nottingham University Business School (UK), as well as lecturing on entrepreneurship, creativity, innovation and human resource management at The Edward de Bono Institute, University of Malta. She is involved in the coordination and organisation of various entrepreneurship-related incentives at University of Malta, including the Global Entrepreneurship Week and European SME Week events hosted locally by University of Malta, and the Entrepreneurship stream on the DegreePlus programme. Leonie has also lectured on creative thinking and entrepreneurship at the Malta College of Arts, Science and Technology, and was involved for several years in a family-owned group of companies where she held managerial, consultancy and senior research positions. Her research on start-up success has recently been published in Canada's Island Studies Journal.



Ms Doris Sammut, presently the President of the MAWB, is Joint Managing Director of Green Skip group. She studied Business Management, Employment Law, and Wastes Management, and other related subjects. She worked on gender issues with various local bodies, and was instrumental in driving change in the local policy in equality and discrimination issues. She has participated in local and foreign events promoting women empowerment, leadership, and work life balance. During her presidency in MAWB she has taken part in EU projects like SIFE, and Raising Awareness among SME's for Breaking Gender Stereotypes, and the present ongoing ones NISTA and Ambassadors for Entrepreneurship

Ms Sammut is also a member of the Foundation for Human Resources Development, member of the SME Committee of the Chamber of Commerce, Enterprise and Industry, member of the Malta Employers Association, Vice president of AFAEMME (Spain), member of the Chartered Institute of Wastes Management (UK), and sits on the Enterprise Consultative Council within the Ministry of Finance, the Economy and Investment.