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## ELGON EVENTS MANAGEMENT & CONSULTANCY LIMITED

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### HER POWER WOMEN SUMMIT TENTATIVE PROGRAM

**DATE: 25<sup>th</sup> and 26<sup>th</sup> October 2024**

**Venue: Mombasa**

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#### Day 1: October 25th

##### 8:00 AM – 10:00 AM: Visiting Exhibitions

- Explore exhibition booths showcasing products, services, and innovations by women-led businesses and entrepreneurs.
- Network with exhibitors and fellow attendees.

##### 10:00 AM – 1:00 PM: Morning Session

- **Welcome Address** by the host; 1<sup>st</sup> Spouse Mombasa County, CEC Gender, a representative from Jumuiya ya Pwani
- **Keynote Speech:** Empowering Women in Business and Leadership, Financial literacy and access to finance.
- **Panel Discussion:** Women Leading the Future – Breaking Barriers in Industry and Innovation.
- **Q&A Session** with panelists.

##### 1:00 PM – 2:00 PM: Lunch Break

- A chance to relax, enjoy a meal, and network informally.

##### 2:00 PM – 4:00 PM: Afternoon Session

- **Workshop 1:** Digital Transformation and Business Growth for Women Entrepreneurs.
- **Breakout Discussions:** Sector-focused talks (Tech, Health, Finance, E-mobility and Blue Economy).
- **Guest Speaker:** Success Stories from Leading Women Entrepreneurs.
- **Special Session: Women's Health and Mental Wellness**
  - **Topic 1:** Maintaining Mental Wellness as a Woman Leader.
  - **Topic 2:** The Importance of Physical Health in Driving Success.

## **Day 2: October 26th**

### **8:00 AM – 9:30 AM: Morning Session**

- **Session 1:** Strategies for Resilience in Business – Surviving and Thriving Through Challenges.

### **9:30 AM – 12:00 PM: Gender-Based Violence (GBV) Campaign**

- **Awareness Talk:** The Role of Businesses in Combating GBV.
- **Interactive Session:** Actionable Steps for Promoting Safe Spaces in the Workplace.
- **Case Studies:** Stories of Hope and Support.

### **12:00 PM – 12:30 PM: Break**

### **12:30 PM – 4:00 PM: Business Pitch Sessions**

- **Pitching Event:** Entrepreneurs present their business ideas to potential investors, mentors, and industry experts.
- **Feedback and Mentorship:** Immediate insights and advice from the panel.

### **6:00 PM – Late: Networking Dinner by the Beach**

- **Casual Networking:** Connect with fellow participants in a relaxed, beachside environment.
- **Dinner and Entertainment:** Celebrating the achievements of women entrepreneurs.