



PRESS RELEASE

for immediate publication

Women's Preferred Leadership Forum: the Global WINConference

The W.I.N. 2011 Global Leadership Conference October 5-7(8), 2011, Rome, Ergife Palace Hotel

Creating History

Switzerland, July 21, 2011 (*for immediate release*) - W.I.N. will be holding its 14th Annual Leadership Forum in Rome, Italy, this October. Over the last thirteen years, this global platform has become *the* best place for effective exchange and networking between experienced leaders, luminaries, networks and emerging young and creative talents. W.I.N.'s European touch and global mind will attract hundreds of women from every continent to this unique event designed by women for individuals and businesses who want to be part of shaping business and life in the 21st century.

The WINConference offers visionary inspiration through panel discussions and speaker sessions, tremendous learning through workshops, and personal and professional coaching through discussions, contacts and the coaching lab. Last but not least, W.I.N. also incorporates passion and pleasure into the tough business world.

The theme. This year's edition, held in historic Rome, will carry the theme, ***Creating History***. Over the past decade, women have brought a great deal of change to companies, corporations, international associations and organizations. But now it's time to declare that women do not only initiate change, they must **be** the change: the change to the authentic, the change to caring and sharing, the change to a new leadership and a feminine way of doing business and running organizations. This year's conference will once again lead the way toward providing women with vision, environment, strategies, skills and, of course a vast network. It will boost inspiration, add power and create the courage to **be the change** through living and sharing their own values, passion and leadership with others.

Kristin Engvig, founder and director of W.I.N., explains:

*"Women have a vital role to play in this century. They embody the power to influence, decide and lead. **The world has now seen** that women leaders make a difference, leading with grace and courage, while staying true to themselves, restructuring organizations into caring environments, making conscious decisions for long-term results, handling communication with empathy and in every way assuring that lives and careers blossom worldwide. **And the results are in: when women lead the feminine way, workplaces, communities, countries and cultures thrive.**"*

The place. Join us again in Rome, a powerful city that has inspired so many cultures and created so much history. Women in Italy have recently taken to the streets to catalyze change and carve their place in the world. We have chosen Italy again, as the birthplace of so much, why not a new paradigm which has women leading the way? As Goethe once stated, "There is no better place than Rome".

The conference will take place at the **Ergife Palace Hotel**, just a few kilometers away from central Rome, the medieval streets of Trastevere and the Vatican City. Join hundreds of women as we take on Rome and the issues of our times from the exceptional meeting grounds where history has been made before – now it's your turn. ***Be a Part of It!***

Sign up by 14th September

<http://www.winconference.net/eng/WIN-Conference>

(100EUR Network discount on Standard Price)

feminine, authentic and global – that's W.I.N.

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What they're saying about the WINConference

I've met women with energy and drive, involvement and success, willingness and determination, and a full and balanced life. Give yourself the chance to meet the qualities other women demonstrate, and leverage the opportunity once a year to reflect on your own potential and future.

Hélène Ratte, France

Every time I participate in a WINConference, I come back feeling I am participating in the making of a big change in the future of women.

Lorella Zanardo, Italy

You are doing a wonderful job because you are preparing woman to what is to come. It's only in rough times that women really achieved something. So let's not waste the economic crisis - a crisis that is not over for a long time to come. I was very, very successful in what I did the last three years at UBS - because you and W.I.N. prepared me so well.

Elli von Planta, UBS bank, Switzerland

The three day conference experience was magical with many eureka moments. It sure showed glimpses of exciting times approaching. I am touched by the serenity and the resolve to bring in transformation in every woman's life. Thank you so much for giving me an opportunity to be a part of such an extraordinary event it surely has raised my bar.

Aarati Saxena, Stree Shaktim, India

Above all what touched me was the friendly atmosphere and the quality of all the participants. What an amazing group of ladies and what great networking we did.

Haifa Fahoum Al Kaylani, Chairman, Arab International Women's Forum, Jordan

W.I.N. touched my life in a way that I can never forget. I am also sensitizing W.I.N. amongst my friends, colleagues, etc. I believe that my action will make an impact in Nigeria.

Ozy Orji, Manager Shell, Nigeria

The format for the leadership conference is a combination of traditional plenary sessions, experimental workshops, coaching labs and social events. There is clear evidence that W.I.N. has been the catalyst for many new initiatives, partnerships and strategic alliances over the years that it has been running.

Tracy Stanley, Chair, EPWN and Director AMADEUS

Some people don't find networking easy. Talking about yourself, what you do and where you come from, often gets us so tongue-tied, we end up not saying anything at all – a frustrating experience. But at the WINConference there is magic at work. After my initial discomfiture, I quickly found out that many participants were first-timers like me.

Maria-Fe Parco Ortner, Austria

As always an indeed great pleasure to participate in and contribute to W.I.N. It has become much more than a conference now: It has developed into a paradigm-shifting movement.

Helen Eriksen, Director of Beyond, Futurist, Business Psychologist, Author, Denmark

I attended the WINConference for three years and am still in touch with several of the women I met. What struck me at these conferences was the support women were expressing toward each other, and the encouraging messages that permeated the presentations. Atlanta Women in Business has been a partner of W.I.N. from the start and delights in continuing that relationship.

Lya Sorano

About W.I.N.

W.I.N. is an independent, European, mission-driven organization with a global impact. It develops, empowers and connects leaders with a feminine, authentic and global vision. It is run by an international team of professionals and supported by a large group of volunteers all inspired by the well-being and progress of global society. Previous events attracted as many as 730 women from 70 countries, including 45% corporate executives, 20% small business owners and entrepreneurs, 20% professionals (doctors, lawyers, academics, artists, and journalists), and 15% politicians, international servants and NGOs.

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