



**FORUM ON LEADERSHIP AND
INCLUSION FOR AFRICAN WOMEN AND
THE DIASPORA**

30 JULY 2024 ADIS ABEBA

OBJECTIVES

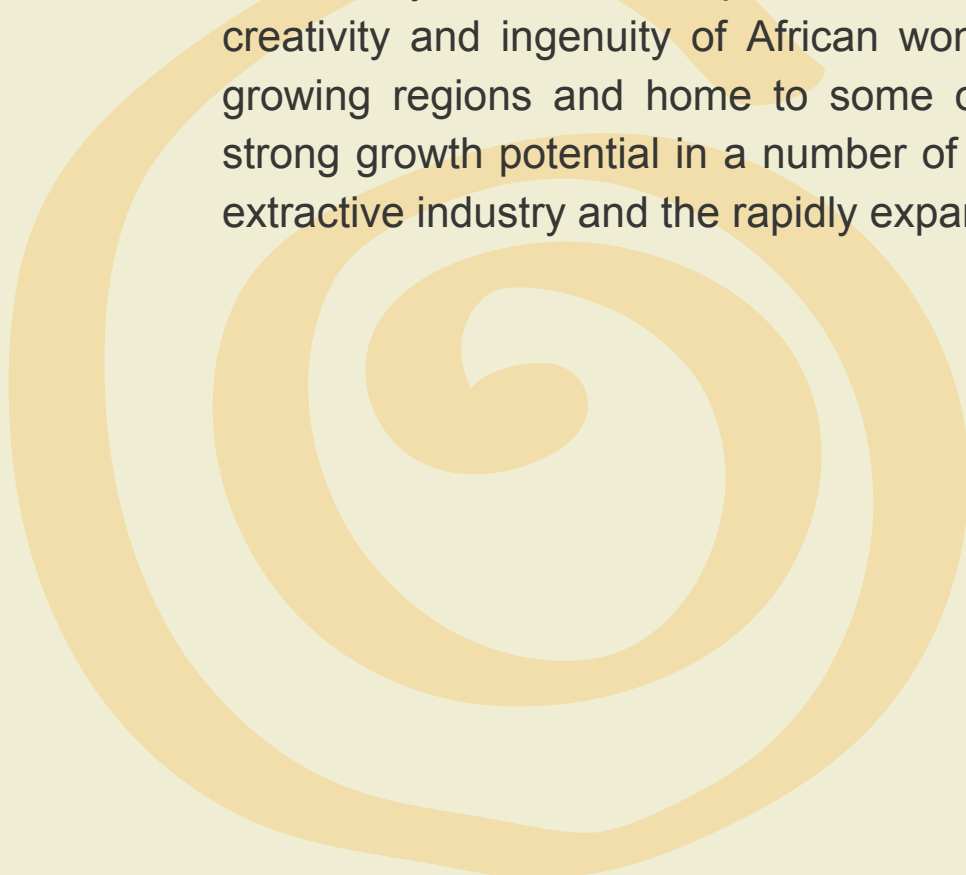


- Empowerment of women in Africa
- Meet the most influential African women in politics, business, finance, banking, education, culture, technology and science.
- Communicate and interact with members of a vast network of high-level leaders, shaping the future of the continent by highlighting the vital role of women on the continent and in the diaspora.
- Benefit from the analyses and forecasts of Africa's leading experts.
- Discuss and influence current and future strategies for promoting skills in education, vocational training and entrepreneurship.
- To contribute to women's leadership at intercontinental and international level.

On the occasion of the World Day dedicated to African and Diaspora Women, we are organising a Forum dedicated to gender equality and the inclusion of women in leadership in Africa and internationally, which will be held on 30 May in Addis Ababa at the headquarters of the African Union.

The aim of the Forum is to bring together African and diaspora women leaders and the most influential personalities thanks to their leadership in politics, business and finance, education and various sectors such as culture, the environment, science, health, fashion, sport and agriculture, to name but a few.

The key to the development of the African continent lies in capitalising on the energy, creativity and ingenuity of African women and their diaspora. As one of the world's fastest-growing regions and home to some of the world's most dynamic economies, Africa enjoys strong growth potential in a number of crucial sectors, including agriculture, hydrocarbons, the extractive industry and the rapidly expanding services industry.



To achieve its vision of growth and prosperity and transform its economies and societies, Africa must make full use of the skills and talents of all its citizens, especially women and those in the diaspora. Whether they are farmers, doctors, engineers, lawyers, teachers or entrepreneurs, women are very active and make a major contribution to the continent's economy. They play a fundamental role, yet they continue to face a myriad of obstacles.

Eliminating these constraints would enable women to realise their full potential and make a greater contribution to Africa's economic and social development. The main obstacles are difficult access to capital markets, lack of training, mastery of new technologies and a highly segmented labour market.





Eliminating persistent gender inequalities would help to increase the productive potential of over a billion African men and women, thereby giving new impetus to the continent's development. The African diaspora could also play a key role in this economic and social development.

The first edition of this Forum will focus on the critical sectors for the continent's development, and the role of women in achieving this. The Forum will adopt a series of recommendations and action plans aimed at accelerating progress on gender equality and the important contribution of the diaspora. The Forum also aims to contribute to the necessary transformation of the continent's economic landscape and to highlight the important role of women's leadership.



**AFRICAN WOMEN AWARDS, TO MARK
AFRICAN WOMEN'S DAY**

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Every African sector reveals the extent of women's influence and contribution to society. Their work not only enriches their local and national communities, but also makes a significant contribution to progress in a multitude of fields.

African women have demonstrated their strength, resilience and talent, making significant contributions to the economic, social, cultural and political development of their countries and the continent as a whole. Here are some of the areas in which African women have particularly distinguished themselves:

- * Political Leadership and Activism
- * Education and Research
- * Entrepreneurship and the Economy
- * Arts and Culture
- * Science and Technology
- * Health and Wellbeing
- * Visual Arts and Design
- * Finance & Banking
- * Architecture and Town Planning
- * Space Science and Astronomy
- * Sports
- * Clean Technology and Renewable Energy

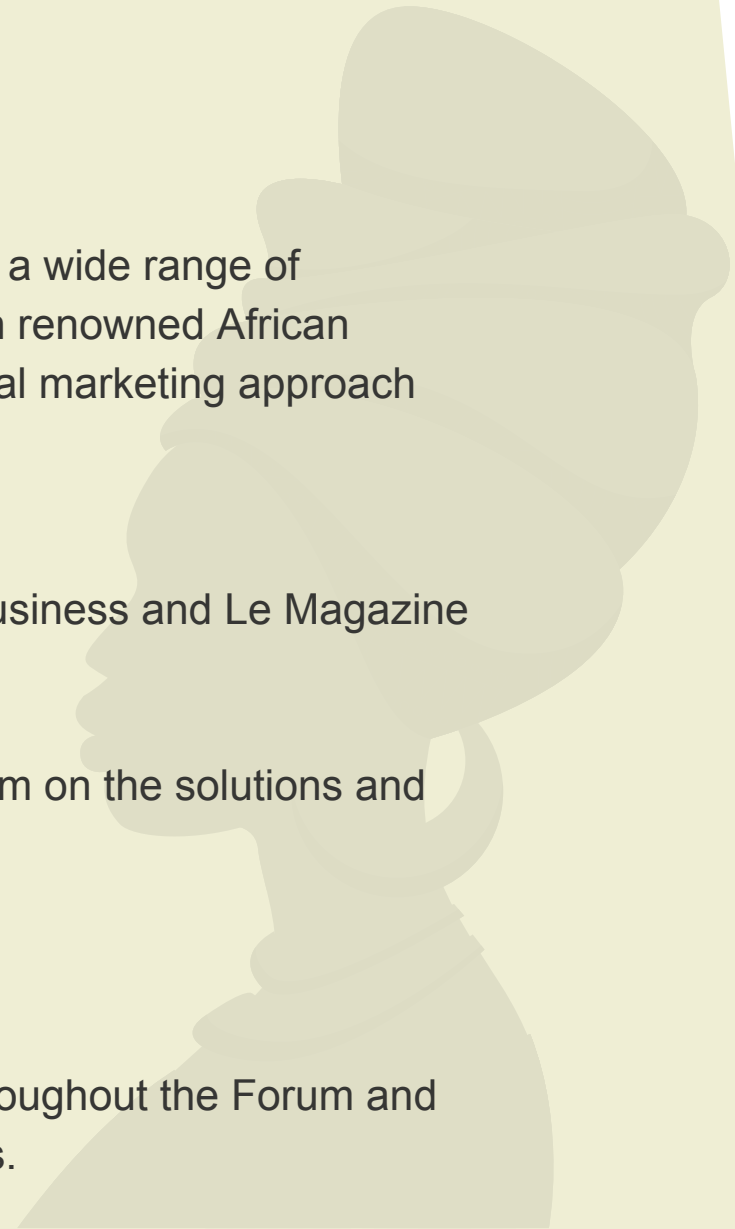
WHY BECOME A SPONSOR?

By joining the Forum and Awards as a sponsor, you will benefit from a wide range of advantages, including a unique platform enabling you to interact with renowned African personalities and to promote your brand, thanks to a multidimensional marketing approach before, during and after the event.

- Our international media partner publications:
- Magazine de la femme Africaine (New African Woman), African Business and Le Magazine de L'Afrique, in English and French versions ;
- Our social networks;
- Our dedicated teams work closely with our partners and advise them on the solutions and formulas best suited to their needs.

DEVELOP YOUR NETWORK

Our sponsors will benefit from excellent networking opportunities throughout the Forum and Awards. Meetings can be facilitated by us in line with your objectives.



PACKAGES SPONSORS

SPONSOR PACKAGES

		PLATINUM (EXCLUSIVE)	GOLD	WELCOME RECEPTION (EXCLUSIVE)	SILVER	ASSOCIATE SPONSOR
COMPANY PROMOTION	Recognition as official sponsor	✓	✓	✓	✓	✓
	Mention of sponsor in emails sent to guests prior to the event	✓	✓	✓	✓	✓
	Mention of sponsor in all post-event communications sent to guests and media	✓	✓	✓	✓	✓
PRESENTATIONS	2-minute CEO speech	✓				
	2-minute promotional video, broadcast during the awards ceremony	✓				
	2-minute promotional video broadcast during the welcome reception			✓		
	Possibility of presentation of the Awards by the CEO	✓	✓	✓		
COMPANY LOGO	Logo prominently displayed on the Awards website	✓	✓	✓	✓	✓
	Roll-up banners displayed in the awards ceremony area	3	2	1	2	
	Roll-up banners in the welcome reception area			3		
	Roll-up banners in the welcome area	2	1	1		
	Logo highlighted in a video looped in the background of the stage	✓	✓	✓	✓	✓
PROMOTIONAL TOOLS	Distribution of promotional gifts in the welcome bags given to guests (e.g. diary, pen, business card holder, leaflets, etc.)	4	3	2	1	1
COMPANY PROFILE AND ADVERTISING	Print					
	Advertisement in African Banker magazine (in French and English)	1 page	1 page	1/2 page	1/2 page	
	Advertisement in African Business magazine (in French and English)	1 page				
	Double page interview in African Banker magazine	✓				
	Advertisement in the Awards brochure	4 th cover	1 page	1 page	1/2 page	
	Sponsor presentation in Awards brochure	300 words	150 words	150 words	100 words	75 words
	Digital					
	Banner on the Awards website	✓	✓			
	Banner on African Business website	6 months	3 months		1 months	
	Broadcast of a 2-minute promotional video on the Awards website	6 months	3 months		1 months	
INVITATIONS	Invitations to the Awards dinner	10	10	10	5	4
MEDIA RELATIONS	Press release sent to the Trophées media database	✓	✓	✓	✓	
	Promotion in the media and press as a major sponsor of the Awards	✓	✓	✓		
SOCIAL NETWORKS	Highlighted in Facebook and Twitter posts before, during and after the event	✓	✓	✓	✓	✓
	Prominence in the IC Events cover photo on Facebook and Twitter	✓	✓	✓	✓	
	Promotional publications prior to the event (one week before the event)	✓	✓	✓		
STAND	Stand 9m ²	✓	✓			

SPONSOR PACKAGES

À LA CARTE

1 x full page advert in Awards brochure and 1 x full page advert in African Banker or African Business magazine
African Business

1 x Full page colour advertisement in the African Banker Awards brochure

1 x 150-word corporate presentation in the African Banker Awards brochure (highlighting the company as a "Partner")

1 x company promotional tool distributed in the gift bags given to guests

1 x table reserved for 10 guests at the gala dinner

CONTACT

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Organisers



Media Partner

