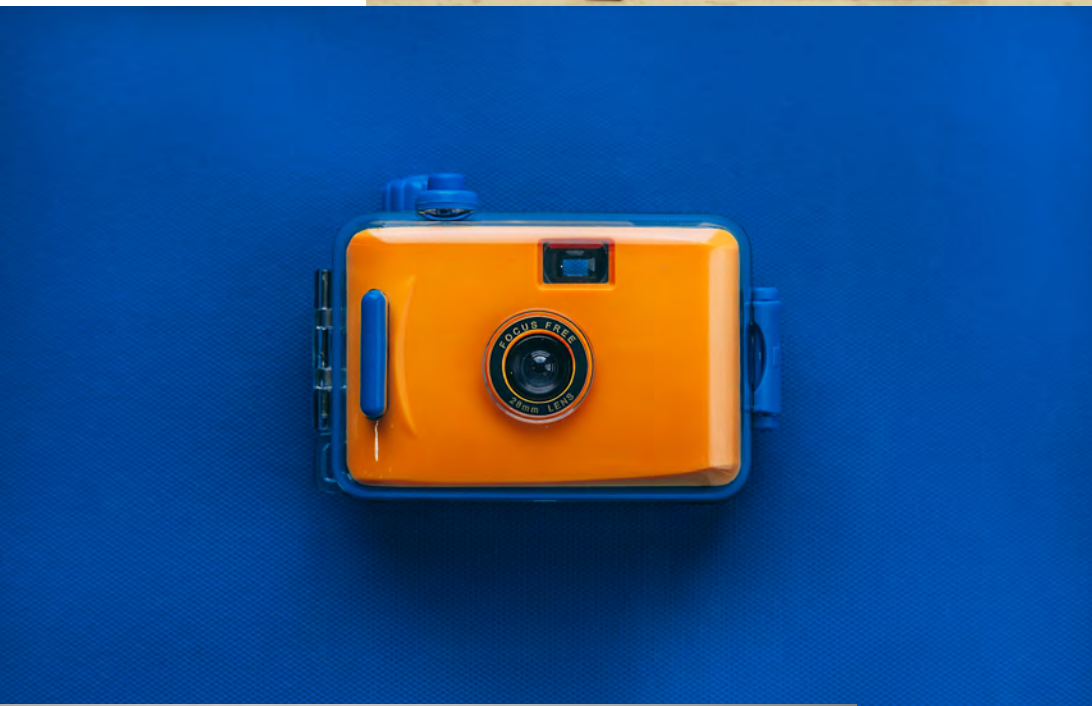


Bygg en hållbar framtid med inkludering



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UNITECH

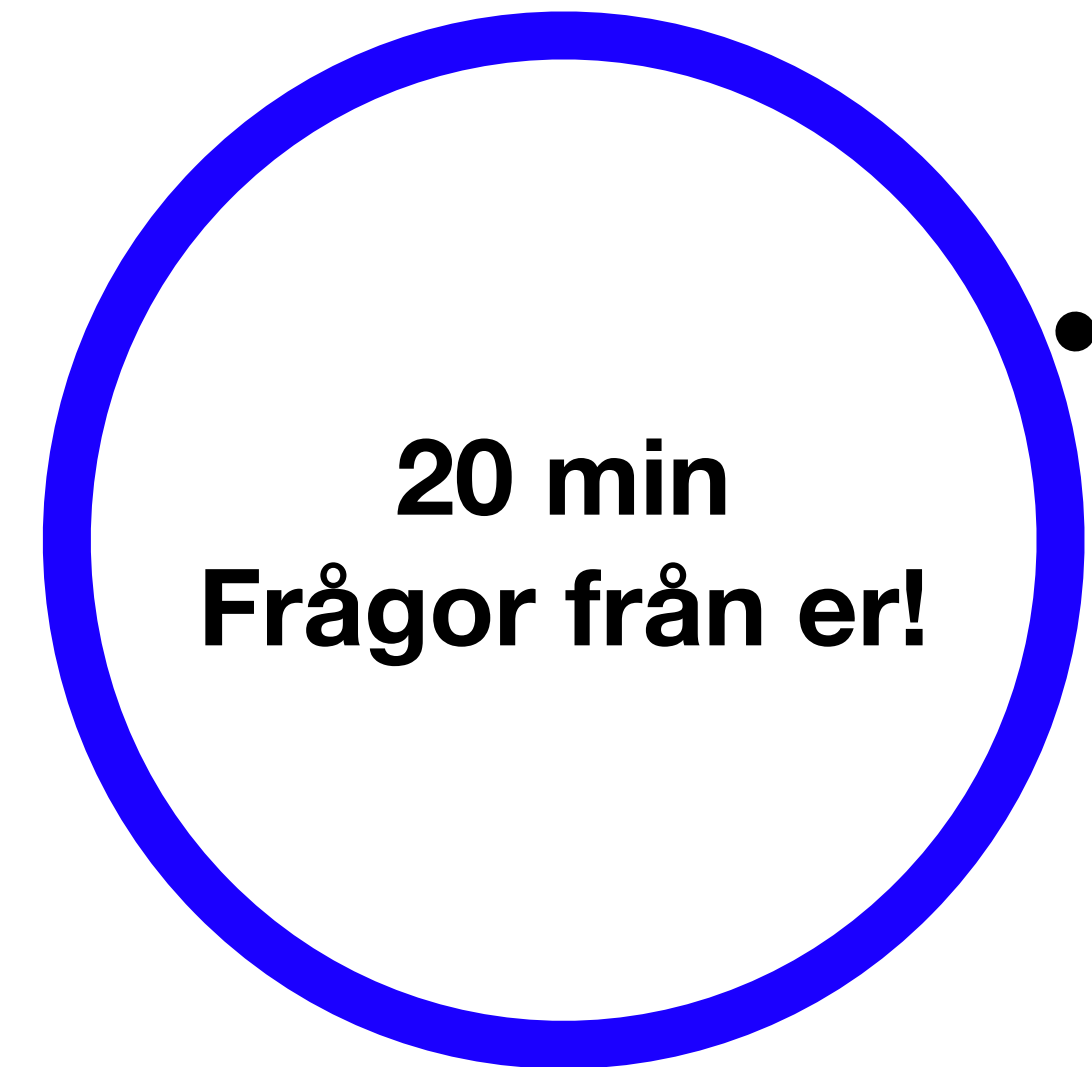
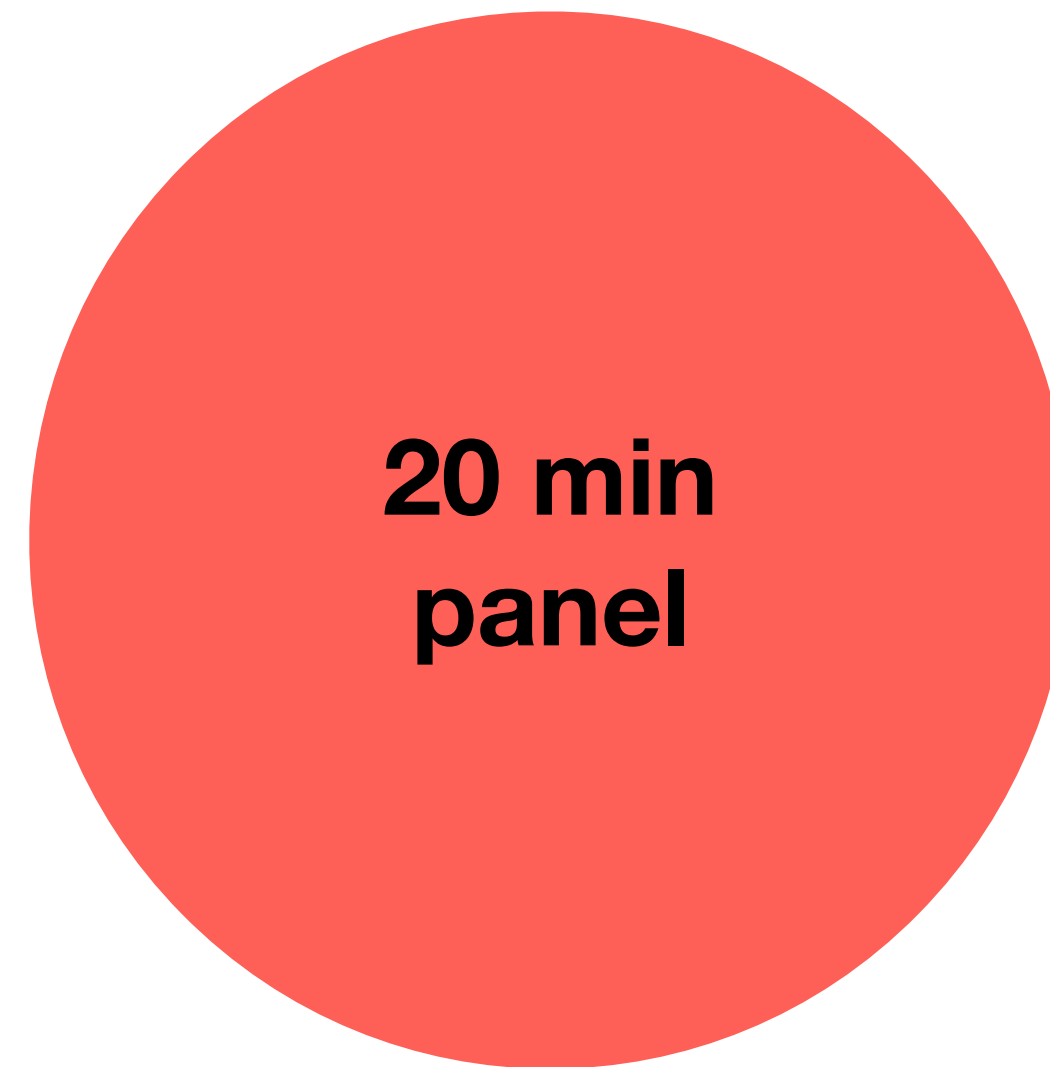


TEKNIK
KVINNOR

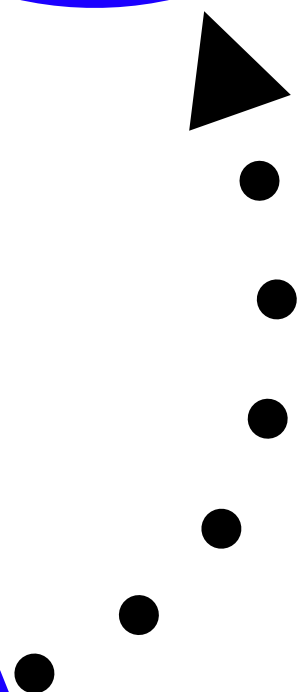


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Hur ser upplägget ut?



Gånger 4
(fyra personer i panelen)



Framtidens affärsutveckling – hur skapar vi hållbar tillväxt?

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11 83 73

Moderator



Zilan Lawan
CFO & Head of Leadership
The Social Few



Johan Grip
CEO
Gaia Leadership



Heaven Bereket
Partner
UniTech



Elin Ahldén
Founding Partner & CEO
Lennox Public Relations

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CEO
Gaia Leadership

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Business and
personal growth.
At the same time.

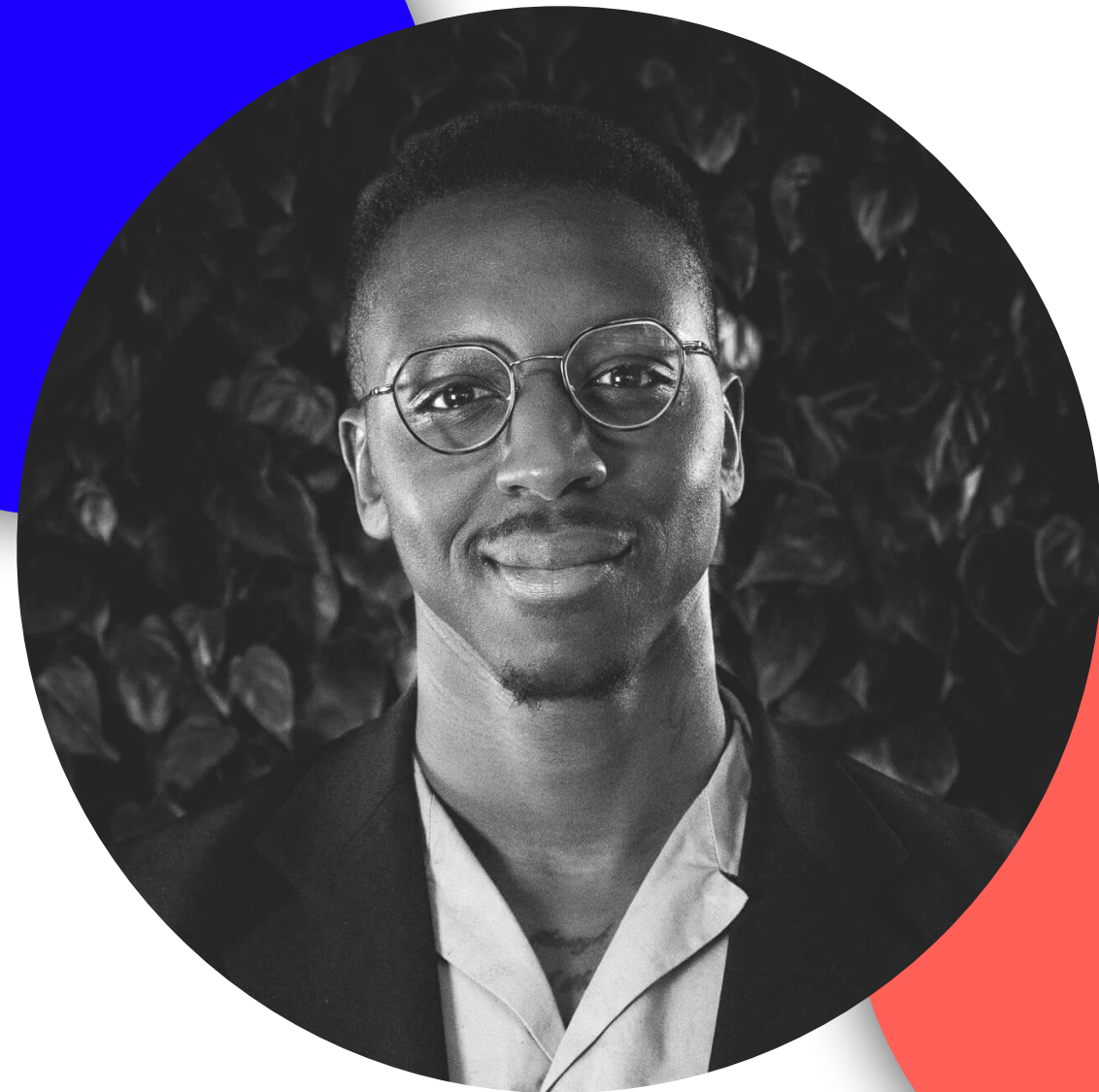
Att bygga en skapande kultur





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Innocent Mugenga
Director of Operations
Afripods



LEARNABILITY QUOTIENT

corporate training

The Google Way of Building A Strong Learning Culture

BY Karla Gutierrez

05, APR



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Elin Ahldén
Founding Partner & CEO
Lennox Public Relations

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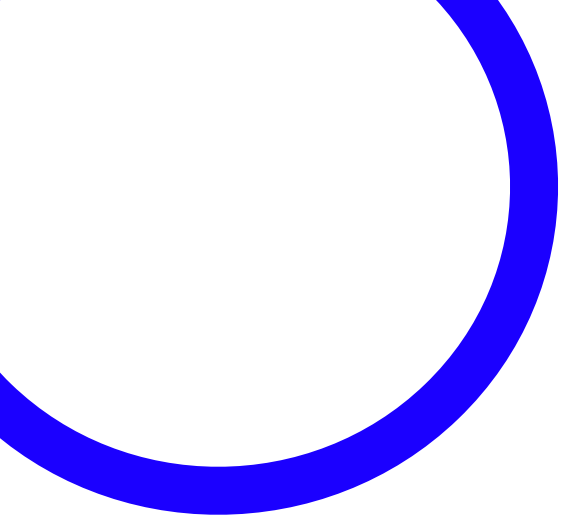


Innocent Mugenga
Director of Operations
Afripods



Elin Ahldén
Founding Partner & CEO
Lennox Public Relations

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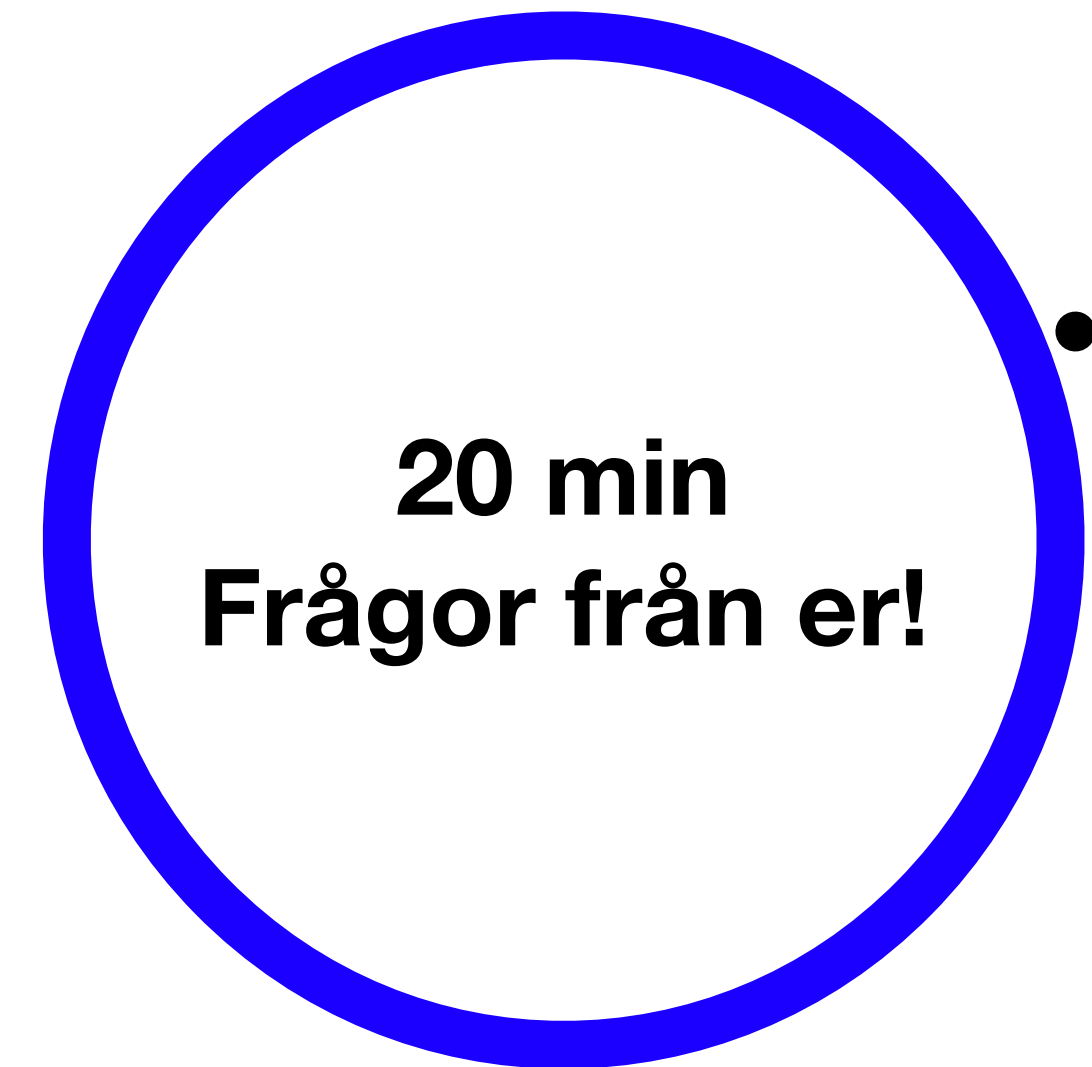
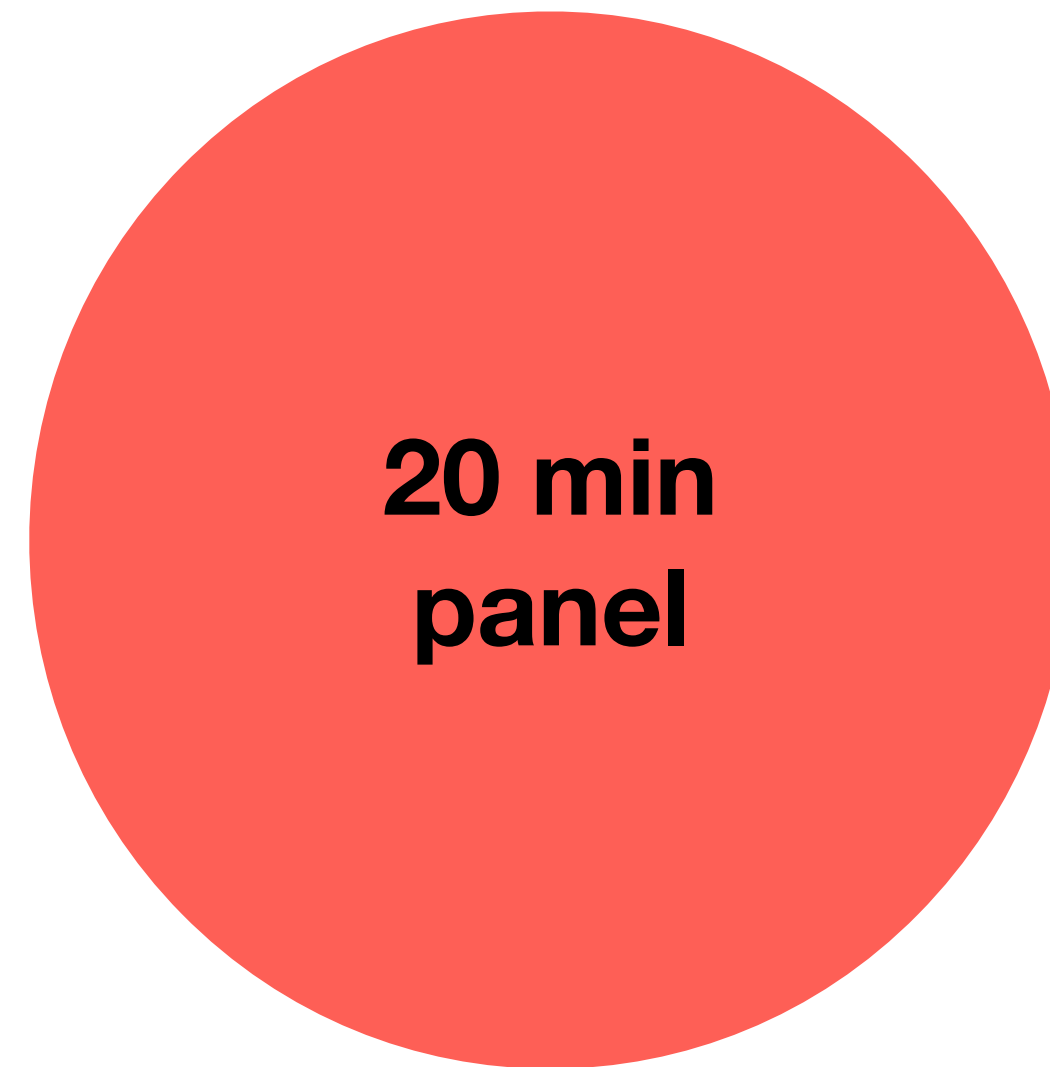


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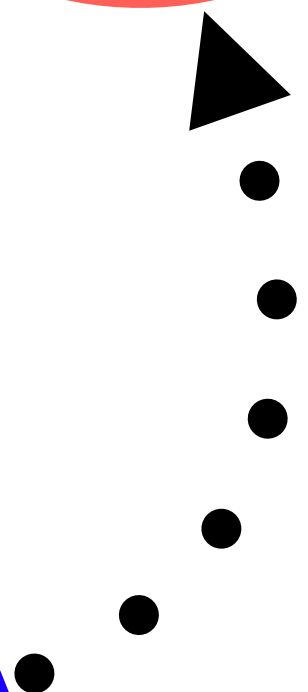


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Hur ser upplägget ut?



Gånger 4
(fyra personer i panelen)



Framtidens kompetensförsörjning – hur kan vi attrahera och behålla talanger?

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Moderator



Innocent Mugenga
Director of Operations
Afripods



Mireille Andersson
CEO & Founder
EMALG

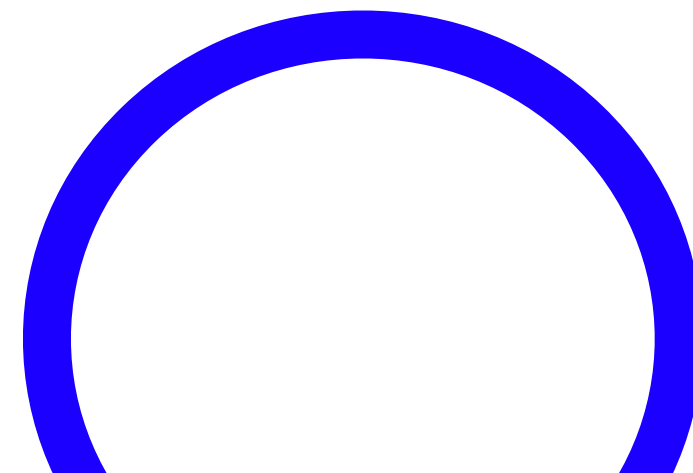


Alex Warris
CEO & Speaker
Warris



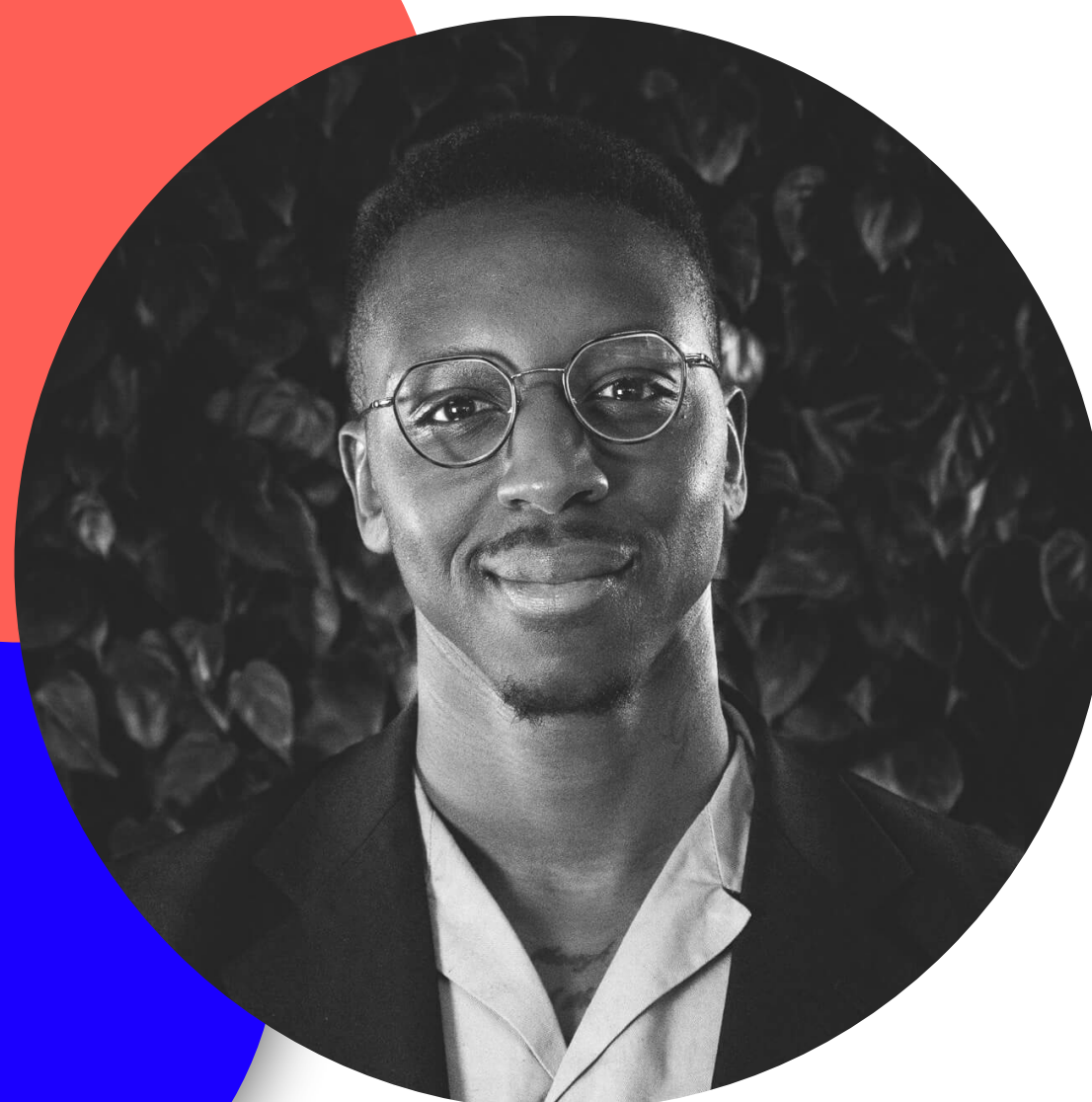
Maria Norberg
CEO
Teknikkvinnor

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Innocent Mugenga
Director of Operations
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Innocent@learnability.online

WWW.LEARNABILITY.ONLINE

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Maria Norberg

CEO

Teknikkvinnor



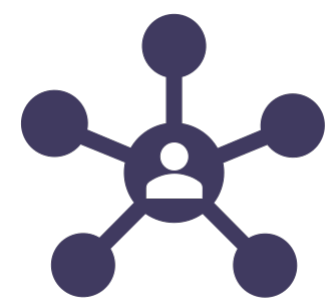
TEKNIK KVINNOR



MARIA NORBERG
VD OCH MEDGRUNDARE

Sveriges Tekstjänstarkarriärmätvärken för kvinnor och inkluderingsexperter

**VÄGLEDER
LEDARE**



**FACILITERAR
FÖRÄNDRING**

+90%
Aktiva



50%
Utanför
storstäder

**ÖKAR
MEDVETENHET
OCH AGENS**



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Mireille Andersson
CEO & Founder
EMALG



Framtidens kompetensförsörjning-hur kan vi attrahera och behålla talanger?

Attrahera



Behålla





Vad behöver vi göra för att lyckas med talangförsörjningen?

Förväntansgapet och ettårssyndromet- win-win-win



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Alex Warris
CEO & Speaker
Warris



Framtidens kompetensförsörjning – hur kan vi attrahera och behålla talanger?

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Moderator



Innocent Mugenga
Director of Operations
Afripods



Mireille Andersson
CEO & Founder
EMALG

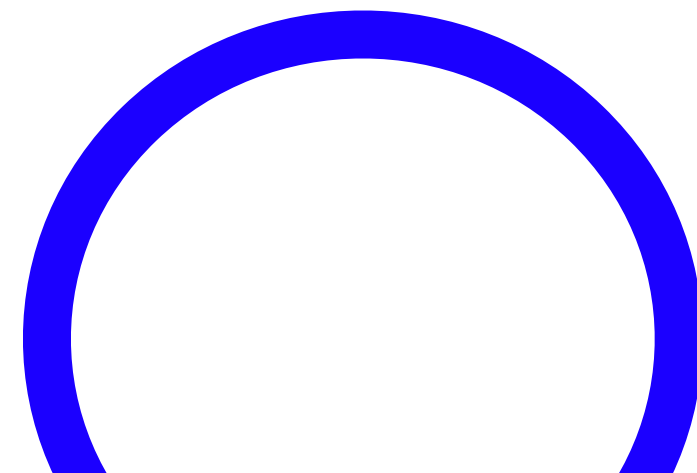


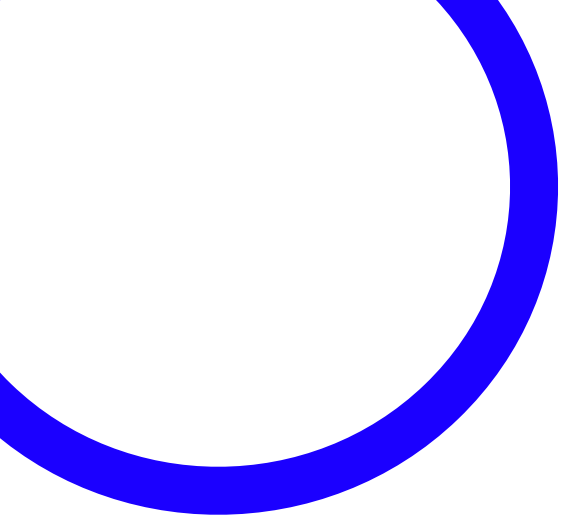
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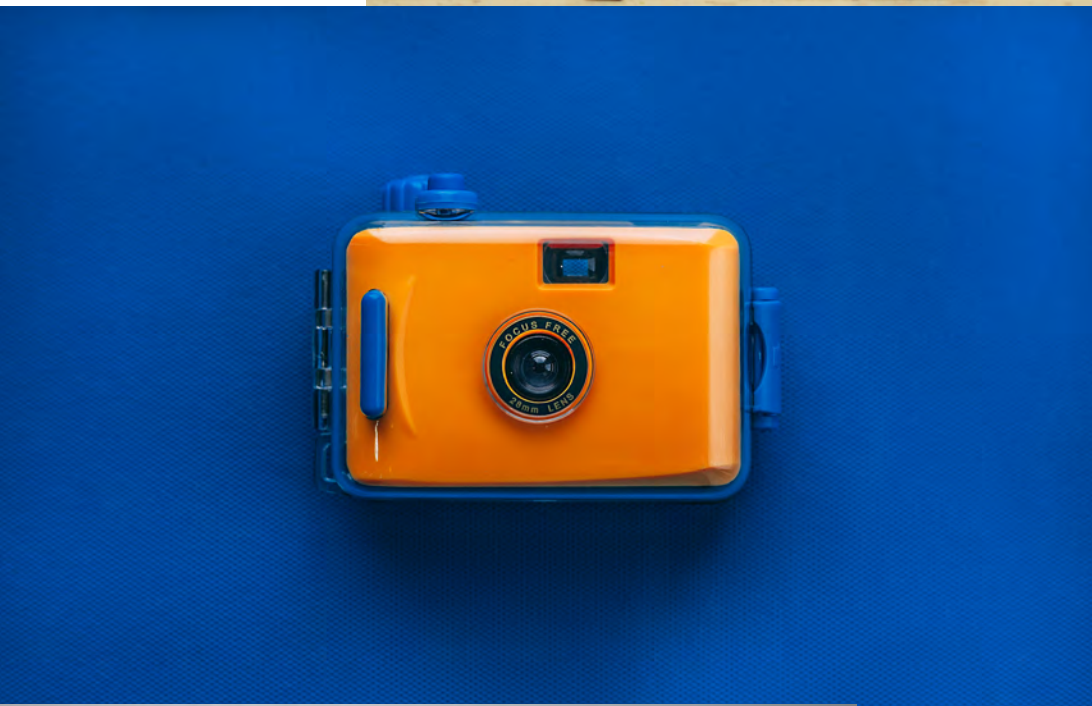
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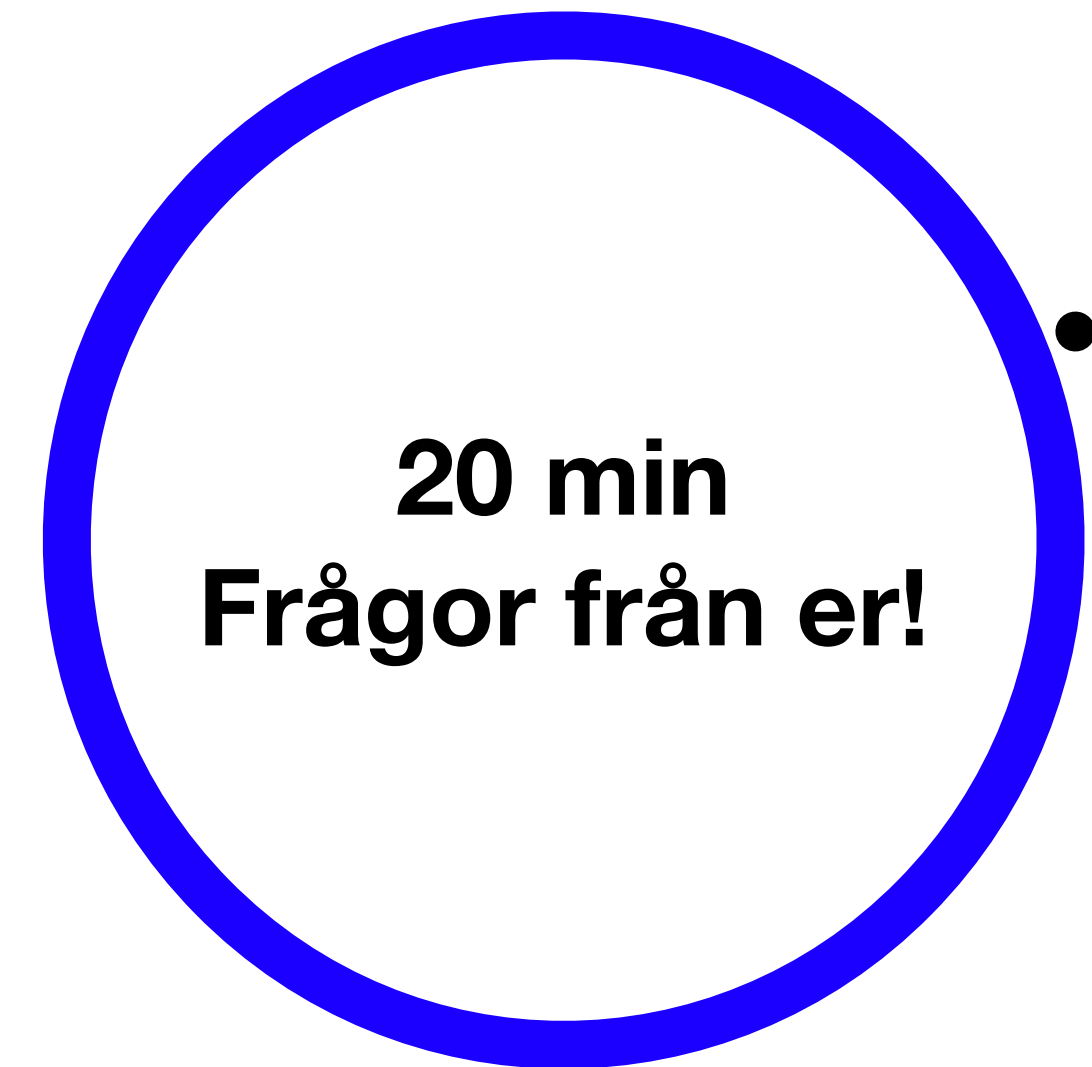
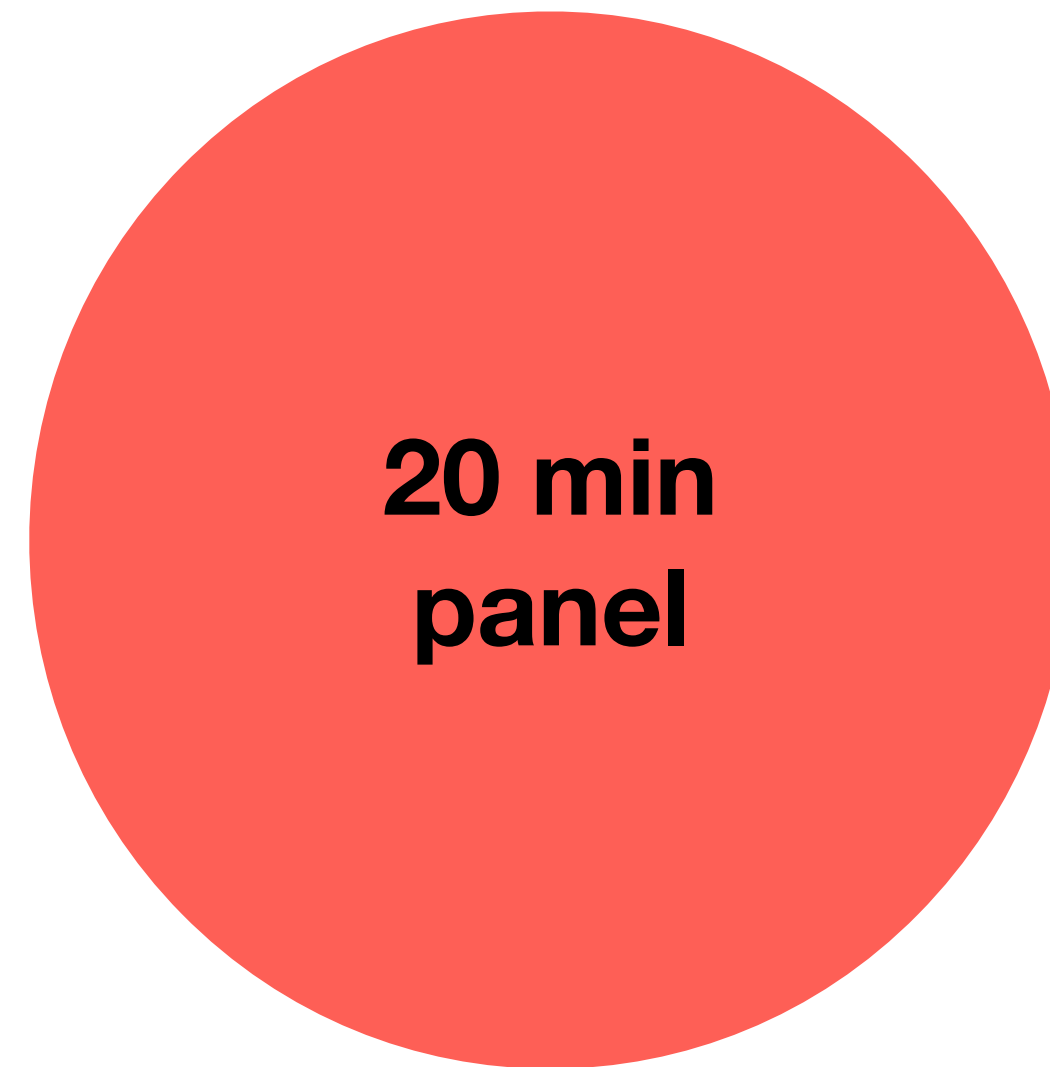


Bygg en hållbar framtid med inkludering

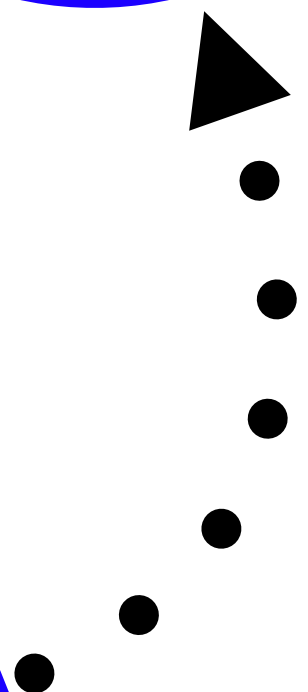


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Hur ser upplägget ut?



Gånger 4
(fyra personer i panelen)



Framtidens marknadsföring – hur når vi hela vägen fram?

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Moderator



Nora Bavey
CEO - UniTech



David Khabbazi
COO & Head of Insights
The Social Few



Apollonia San Contreras
Digital Marketing Manager
Hövding Sverige



Haisam Mohamed
Founder & CEO
Bron's Studio

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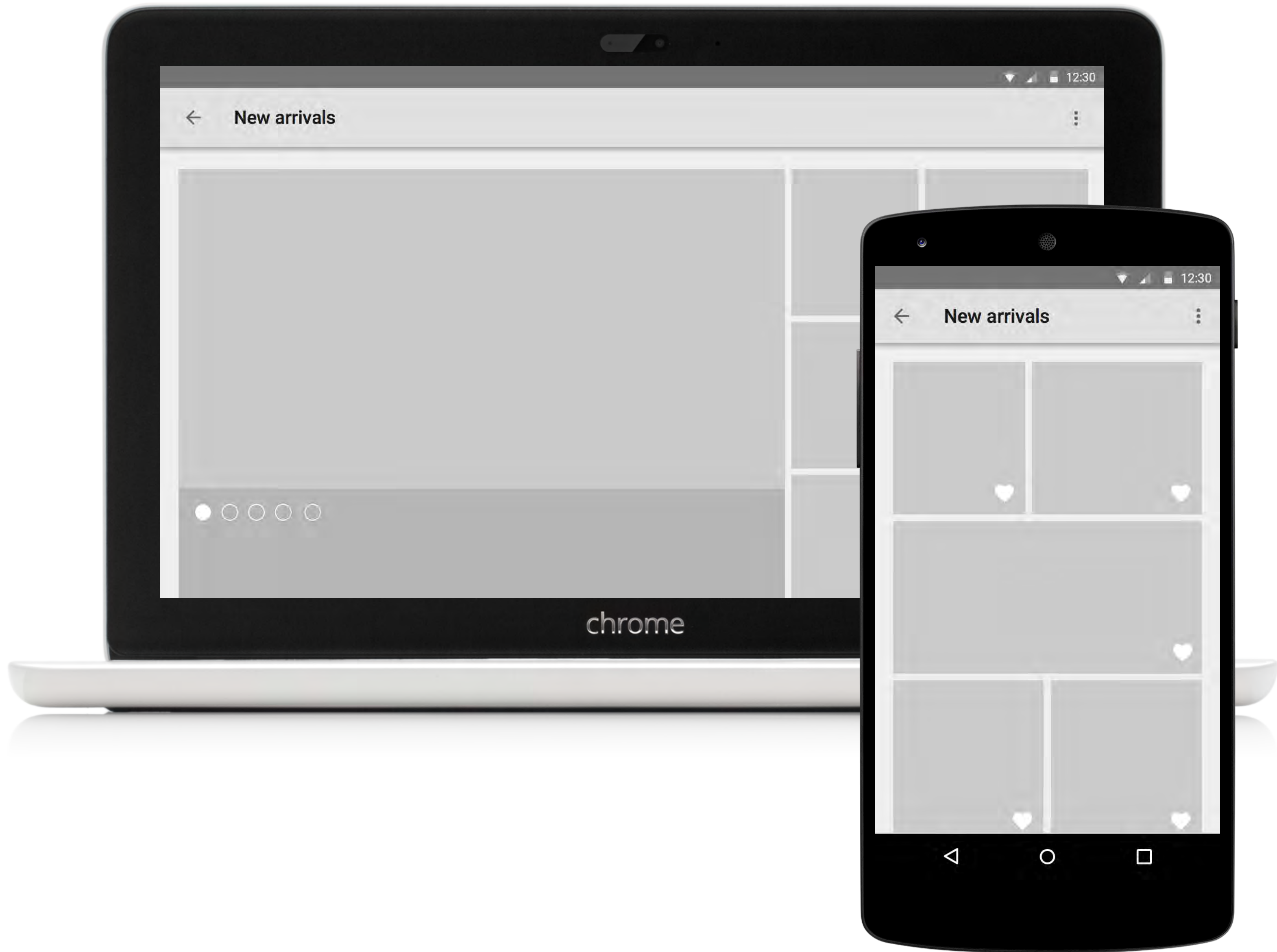
Nora Bavey
CEO - UniTech

Nora Bavey CEO UniTech

Framtidens MARCOM – hur når vi hela vägen fram?

— — —

The **future** isn't ahead of us.
It has already happened.”



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David Khabbazi
COO & Head of Insights
The Social Few



THE SOCIAL FEW

Data driven Diversity Growth Agency

We make better future happen for people and businesses

Två kommunikativa utmaningar

Liten dialog med minoritetsgrupper på stor skala

Vi pratar om, inte med.
Få insikter = vi och dem

Vi når inte minoritetsgrupper, på djupet

Hög kostnad för medieköp
Svårt att engagera, motivera och påverka
Sämre konvertering, liten impact

Lösning

Data-driven inkludering

Digital dialog och aktivering med den del av befolkningen vi nu kan prata MED istället för OM



Svenskar med utländsk påbrå är den snabbast växande delen av den svenska befolkningen.

Står för

80%

av befolkningstillväxten under bara 2018

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Apollonia San Contreras
Digital Marketing Manager
Hövding Sverige

The future of MarCom

From an Influencer Marketing perspective

The power of Influencer Marketing

3,187 views | Sep 2, 2019, 09:05am

The State Of Influencer Marketing: Growing

FORRESTER

Forrester Contributor 
Enterprise & Cloud



83% använder sociala medier

Allt fler varumärken ökar influencer spenderingen

10M #ad & 2M #sponsored

6.5 billion industry (USD)

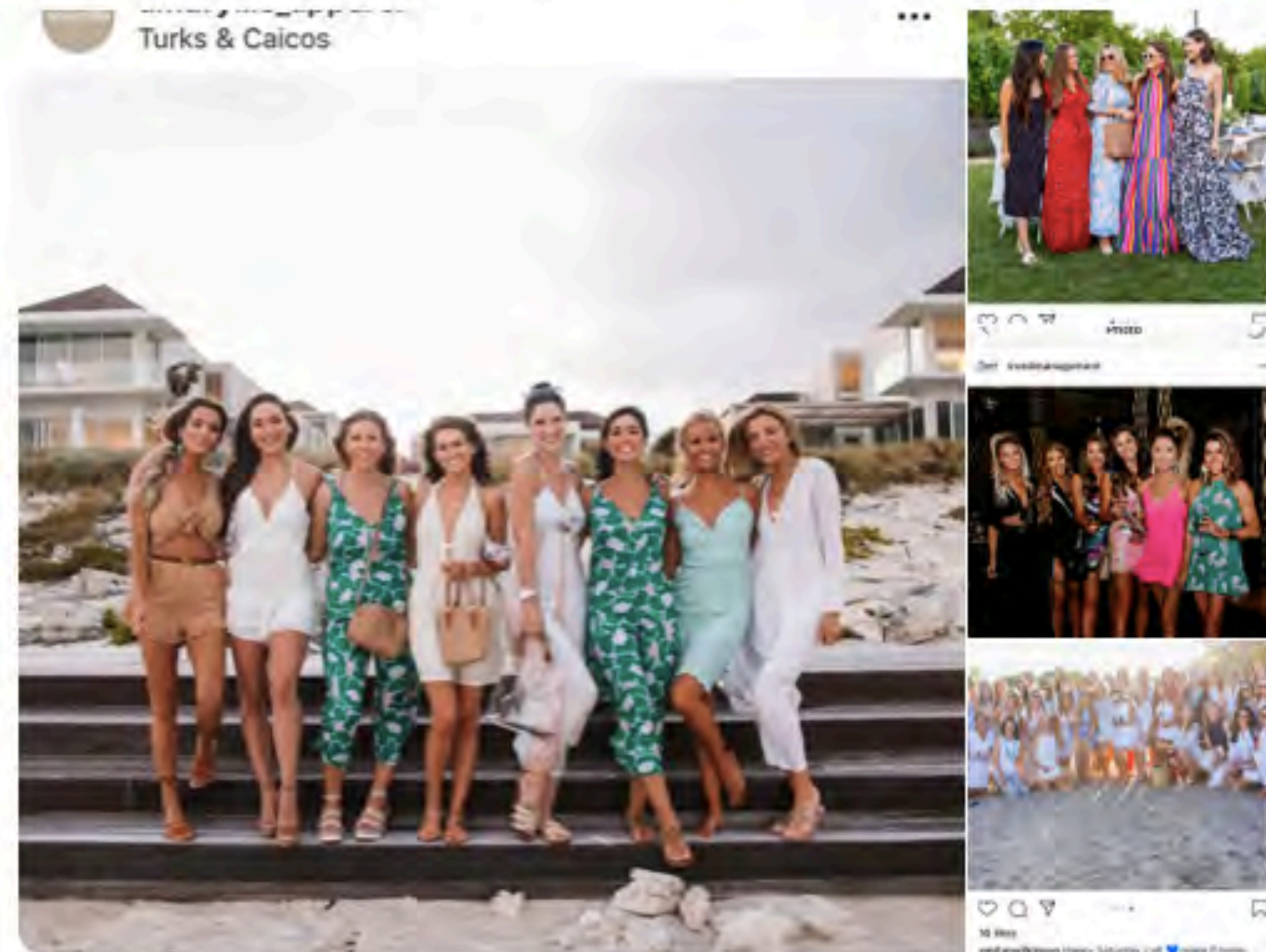


Alicia ✓
@AliciaTenise

Följ

Black influencers are rarely ever invited on influencer trips.

I've started screenshotting every press trip I've seen over the last month and the lack of diversity is so upsetting (but not surprising).



06:10 - 20 juni 2019 från Charlotte, NC

IMPLICIT BIASED

1. Who's on brand?
2. You can't hire people you can't see
3. Your target demographic should represent your influencer mix

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Haisam Mohamed
Founder & CEO
Brons Studio

BRONNS

OUR PROCESS

1. START BY ASKING RATHER THAN ASSUMING

It is easy to come up with answers, but finding the correct ones is the tricky part. Instead of just guessing, we speak to people in the know. Some call it a focus group, we call it friends of BRONS.

2. JOIN THE CONVERSATION

The internet can be a great source of information if you know where to look. Whether it is a case study, a thread on reddit or a news article, we make sure that we are a part of the conversations being held by your audience.

3. WHAT DOES THE CULTURE SAY

Everything we do is connected to the culture. It is what we use to create communication and experiences that people genuinely care about. This is where we find the contexts that will help transport your message.

Framtidens marknadsföring – hur når vi hela vägen fram?

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Moderator



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CEO - UniTech



David Khabbazi
COO & Head of Insights
The Social Few

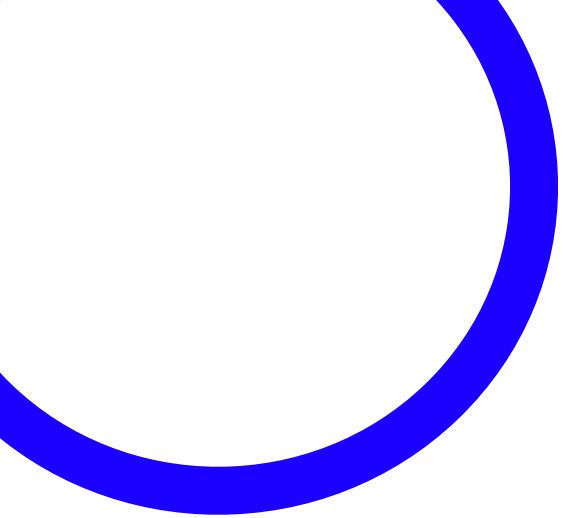


Apollonia San Contreras
Digital Marketing Manager
Hövding Sverige

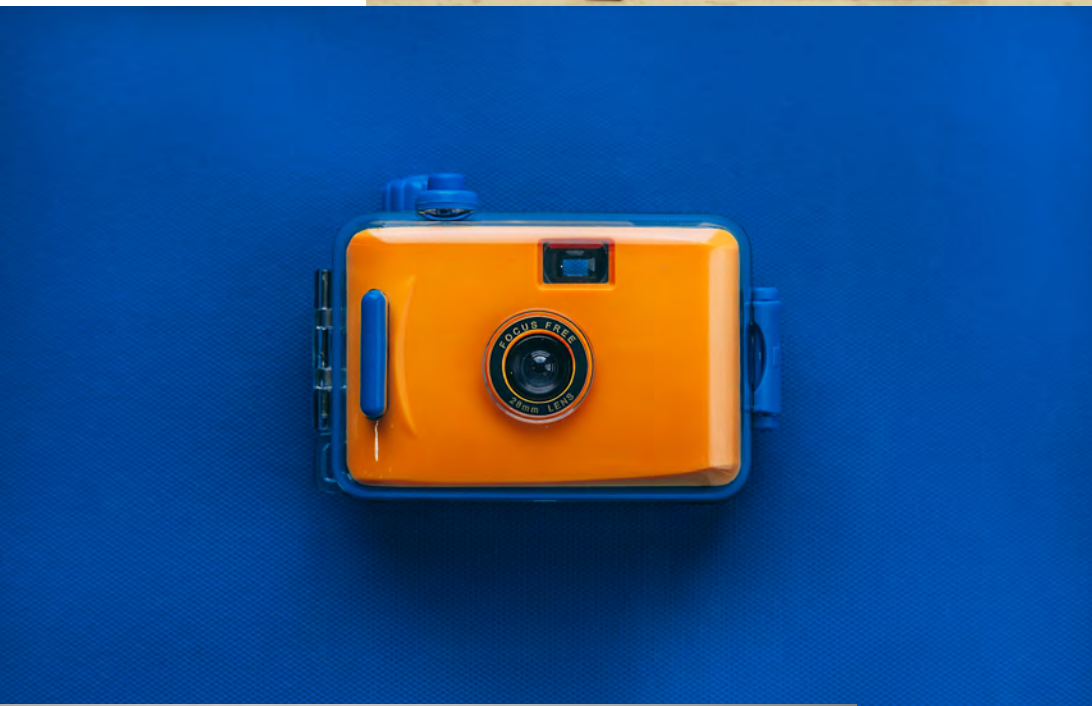


Haisam Mohamed
Founder & CEO
Bron's Studio

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Bygg en hållbar framtid med inkludering



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Hur ser upplägget ut?

**5 min
Keynote**

**5 min
Intervju**

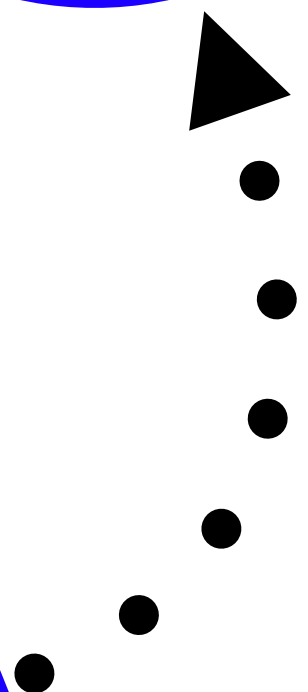
**20 min
panel**

**20 min
Frågor från er!**

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**Gånger 4
(fyra personer i panelen)**



Framtidens inkluderande infrastrukturer – hur framtidssäkrar vi organisationer?

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Moderator



Malin Cronqvist
Founder
Help to Help



Suzan Hourieh Lindberg
Fonder & CEO
The Social Few



Angela Kristiansson
People & Culture, Global
EX Insights Manager
& Head of Inclusion



Saira Alladin
Director Asset Operations
& Maintenance
Vattenfall Eldistribution

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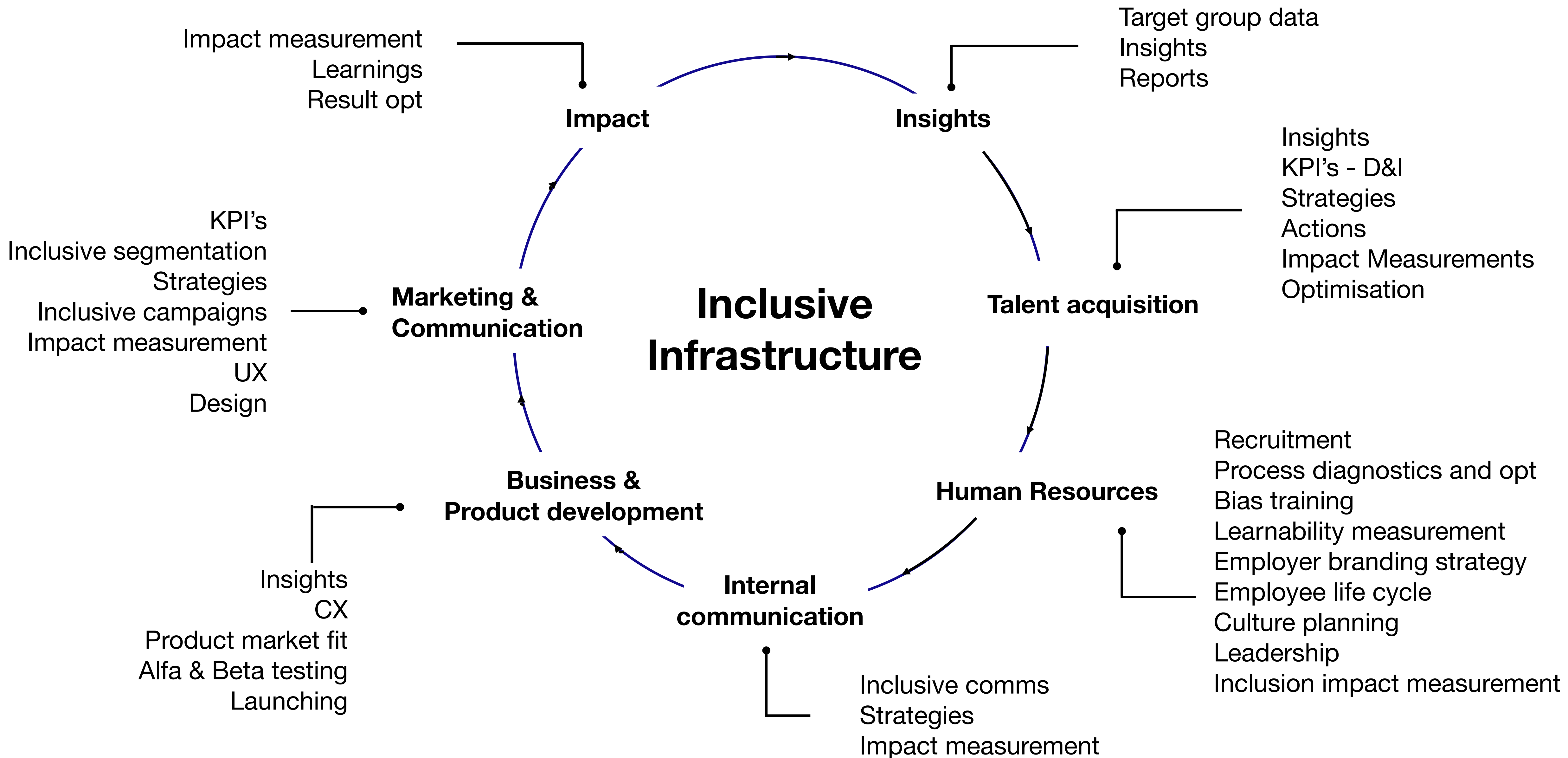
Suzan Hourieh Lindberg
Fonder & CEO
The Social Few



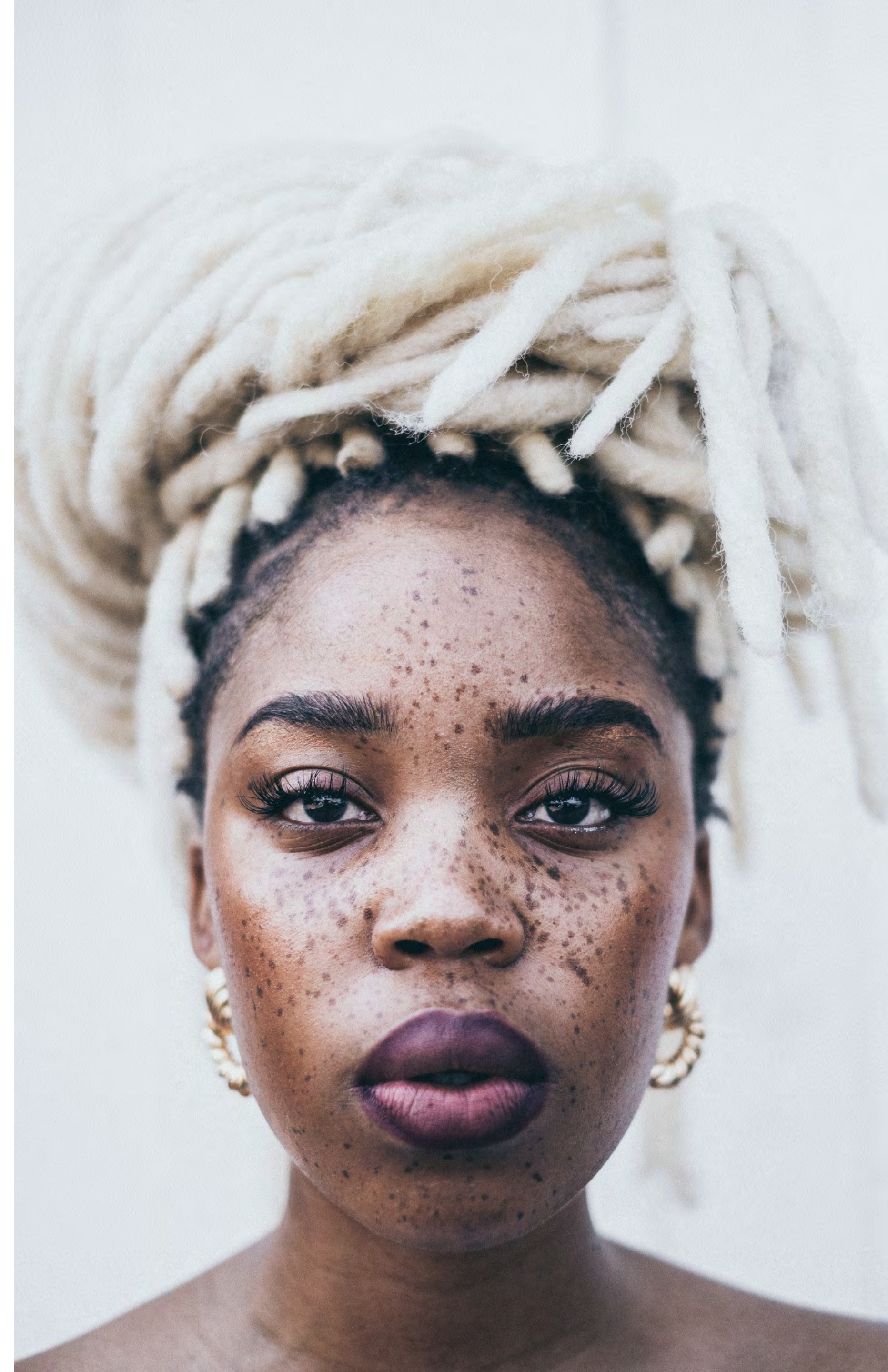
THE SOCIAL FEW

Data driven Diversity Growth Agency

We make better future happen for people and businesses



**Inclusion 2.0 made by data.
For humans.**



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Saira Alladin
Director Asset Operations
& Maintenance
Vattenfall Eldistribution

Varför jämställdhet och mångfald?

En arbetsplats är under ständig förändring. Om vi vill ha de bästa medarbetarna måste vi attrahera moderna människor och vara en del av förändringen.



*Hur är våra
jobbannonser
utformade?*

*Hur är
jargongen vid
fikarasterna?*

*Hur går
chefs-
rekryteringar
till?*

*Hur kan vi
attrahera fler
kvinnor?*

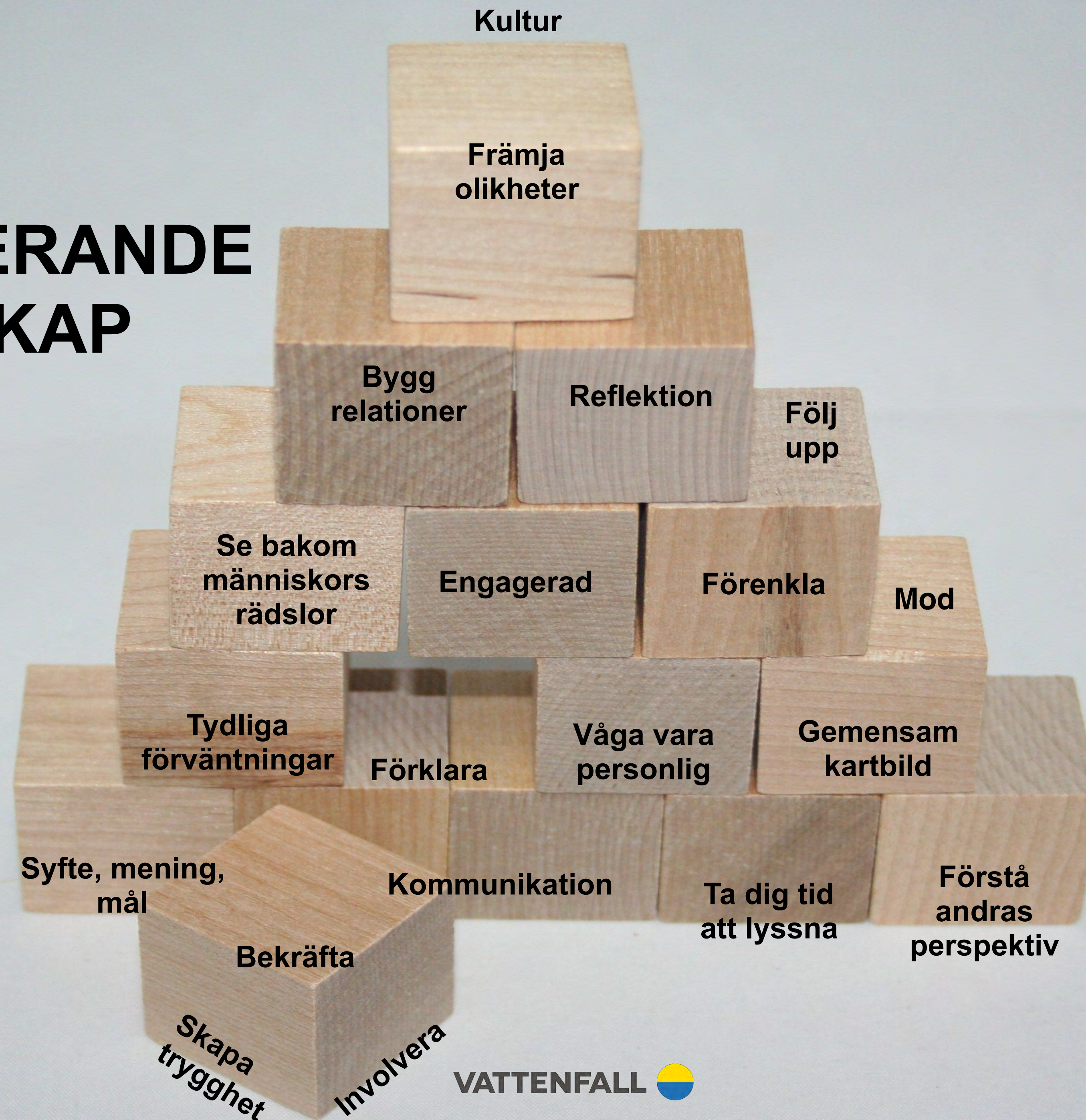


**Jämlikhet och
mångfald är en
framgångsfaktor för
framtidens team**

*Hur skapar vi
inkluderande
arbetsmiljö*

*Hur kan vi
behålla och
utveckla de
kvinnor som
redan finns?*

INKLUDERANDE LEDARSKAP



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Angela Kristiansson
People & Culture, Global EX
Insights Manager
& Head of Inclusion

As IT service provider we are creating tomorrow's reality thru our customers.
It's our responsibility, to create an inclusive one.

tieto

Inclusion at Tieto:



Shared agenda with partners in the ecosystem
Business Embedded



Grow People, D&I positive Policies & Practices
Infrastructure



Collaborate, Involve & Appreciate another's point of view
Corporate Culture

Inclusion at Tieto:



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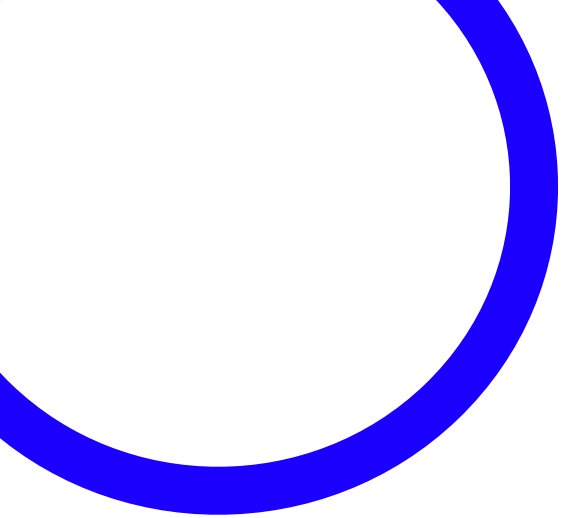
Saira Alladin
Director Asset Operations
& Maintenance
Vattenfall Eldistribution

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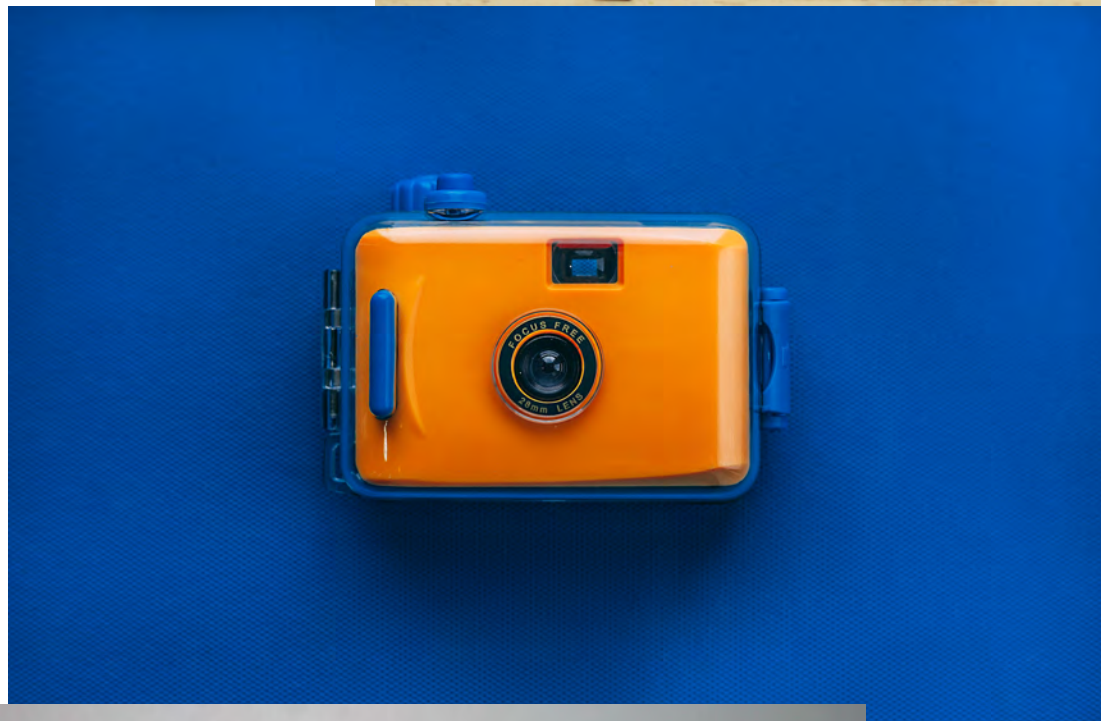
Feedback, tack



Tack!



Bygg en hållbar framtid
med inkludering



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