

**SHE CAN**

**Be** 

**2018**



**LORD  
MAYOR'S  
APPEAL  
CHARITY**



**A Better  
City for All**



**Tuesday 13 February**

**The Mansion House, 2.00pm - 5.30pm**

64% of 17-21 year old females believe that, all being equal, employers prefer to employ a man over a woman (Girls' Attitudes Survey 2016).

**She Can Be...** aims to change the perceptions of young women and City organisations alike by providing a platform for participants to challenge companies and identify what needs to change.

**Professor Averil Macdonald OBE  
DSc,D.Univ, CPhys FInstP FRSA**



Averil is Emeritus Professor of Science Engagement (University of Reading) and leads on diversity for SEPnet.

She was awarded the

international Bragg Medal and Prize (1999) by the Institute of Physics, London, the accolade of Woman of Outstanding Achievement in Science (2007), the prestigious Plastics Industry Award for Personal Contribution to the Industry (2007), Honorary Doctorates by the University of York (2010) and Kingston University (2015), the Starting Out award from BEIS (2016) and an OBE in the Queen's Birthday Honours list (2015) for services to women in science and engaging the public with science.

**Dame Fiona Woolf DBE, Partner, CMS  
Cameron McKenna Naborro Olswang  
LLP**



Alderman Dame Fiona Woolf DBE was the Lord Mayor of London for the year 2013/14 as the 686th Lord Mayor, and only the second woman to

hold the role since 1189. Her programmes set out in her 686 Plan, covered The Lord Mayor's Appeal, The Power of Diversity, The Lord Mayor's Charity Leadership Programme and Tomorrow's City. All of them had "The Energy to Transform Lives"- her Mayoral strapline.

Having initiated the Power of Diversity Programme, she remains committed to promoting diversity and inclusion in all its forms. She was awarded a DBE in the 2015 New Year Honours for services to the Legal Profession, Diversity and the City of London. She became a Deputy Lieutenant for Greater London in April 2016.

**Nayema Chowdhury, Cyber Security  
Associate, PwC**



Nayema is a security professional with experience in IT, project/programme management, business analysis and change

management. She has experience in working on large scale programmes in the financial services sector. Prior to joining PwC, she worked at Deloitte, and completed her Masters at UCL in Information Management for Business.

**Holly Rostill, Cyber Security Associate,  
PwC**



Holly is an experienced Senior Associate with a demonstrated history of working with cyber security risks. She spent 18 months as a penetration tester to

enhance technical understanding and is currently on secondment to Technical Learning & Development.

Holly is also really interested in the Women in Technology Agenda and helping to drive this forward by engaging with schools, universities and professional female networks.

**Frances Duffy, Vice President – UK HR  
Director, Capgemini**



Frances has been with Capgemini for 20 years and has extensive experience in all aspects of HR Leadership and Business Operations.

Frances is a transformational leader who drives a highly-successful People Strategy which delivers tangible benefit to the

Capgemini business. Frances is passionate about developing people and has established Talent programmes at all levels including an award winning apprentice program and a variety of career development initiatives. She is the architect of Capgemini's Active Inclusion Programme.

**Devia Durjar, Director of Marketing &  
Communications, Girlguiding**



Devia is Director of Marketing and Communications at Girlguiding. Her team manage nationwide communications campaigns, digital

transformation, protecting

and promoting Girlguiding's brand and reputation and growing fundraised income. Devia is particularly proud of her work on perception-shifting campaigns such as Girlguiding's '#ForTheGirl', RNIB's '#SeeSense' and Scope's '#EndTheAwkward'.

**Donna Robertson, Director, Modern  
Muse**

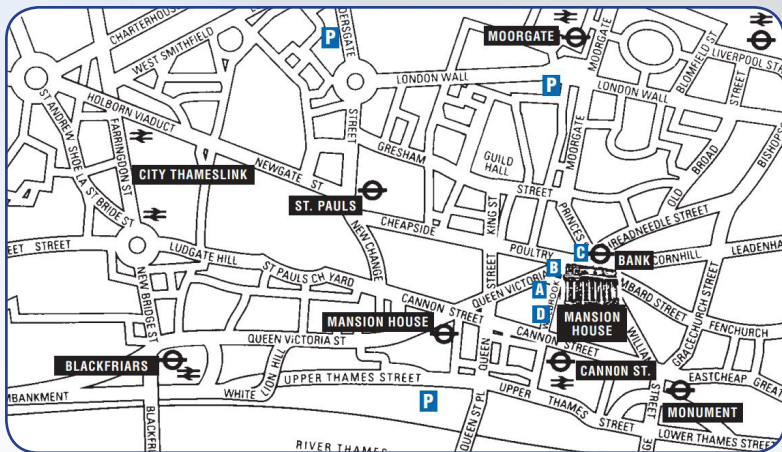


Prior to Modern Muse, Donna was Marketing Director at everywoman, an organisation that works to advance women in business. In this role, she developed and launched new

event and award programmes, a network for senior executives and the everywoman Network, a personal development platform for women looking to progress their careers.

Donna has a passion for turning new ideas into reality and driving initiatives that make a real difference to people's futures.





THE MANSION HOUSE  
LONDON, EC2N 8BH

The nearest rail and underground stations are:  
Bank (Central, DLR, Northern, Waterloo & City) - 2 minute stroll  
Mansion House (Circle, District) - 5 minute stroll  
Cannon Street (National Rail, Circle, District) - 7 minute stroll

# 84%

of girls aged 11-21 expect equal opportunities with men at work in the future

(Girls' Attitude Survey 2017).

## TIMINGS

- 1:45pm** Guests arrive, refreshments served, networking opportunity
- 2.00pm** Introductory comments by Chair, **Professor Averil MacDonald OBE**
- 2.05pm** **Video:** 100 years and Counting
- 2.10pm** Welcome by **Lord Mayor Locum Tenens Alderman Dame Fiona Woolf DBE**
- 2.15pm** Key Note Speakers **Nayema Chowdhury & Holly Rostill**
- 2.40pm** Inspiring Insights & Challenging Futures, led by **Frances Duffy**
- 3.30pm** Unveiling of new research, led by **Devia Durjar & Girlguiding Advocate**
- 3.50pm** Break
- 4.00pm** Key Note Speaker **Donna Robertson, Modern Muse**
- 4.10pm** The Pledge: Seeking a Commitment
- 4.40pm** Q&A
- 5.00pm** Opportunity for networking
- 5.30pm** Event ends



Upload your pictures to Instagram and tag us @TheLordMayorsAppeal #SheCanBe

If you would like to be added to the She Can Be... mailing list please contact:



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For more information go to

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