

**Change Your World!—Yahoo! Business & Human Rights Summit on Women,  
Technology and Social/Digital Media  
January 18, 2012  
Cairo, Egypt  
Fairmont, Nile City  
#changeyourworldcairo**

**Agenda**

- 9.00 | Summit Context, Ebele Okobi
- 9.10 | Welcome and Introduction of Mona Eltahawy; Ahmed Nassef
- 9.20 | Opening Remarks, Mona Eltahawy
- 9.30 – 10.30 | Revolutionary Women
- 10.30 – 11.30 | Journalism, Women and the Internet
- 11.30—12.30 | Technology and Women’s Economic Empowerment
- 12.30 – 1.30 | Lunch/Screening of ‘Women, War & Peace’
- 1.45 – 2.45 | Safety Online for Women and Activists
- 2.50 – 3.50 | Women’s Rights, Human Rights, Media and Technology
- 4.00 – 5.00 | After the Revolution: Elections and E-Governance
- 5.15—6.15 | What’s Next? Continuing the Conversation
- 6.15 | Closing Remarks, Mona Eltahawy and Ebele Okobi
- 6.30 | Dinner Reception

**Event MC/Moderator**

- Mona Eltahawy

**Partner**

- Vital Voices

**Yahoo! Hosts**

- Ahmed Nassef, Egypt/USA, Vice-President and Managing Director, Yahoo! Maktoob
- Ebele Okobi, USA/Nigeria, Director, Business & Human Rights Program

**Panel Descriptions**

- **Revolutionary Women** | A conversation with women from across the Middle East and North Africa who have used social or digital media to be heard.
  - Facilitator, Alyse Nelson, USA, President and CEO, Vital Voices
  - Maria Al-Masani, Yemen, blogger, human rights activist, founder of Yemen Rights Monitor
  - Manal al-Sharif, KSA, blogger, women’s rights activist
  - Esra’a Abdel Fattah, Egypt, Internet activist and blogger

- Danya Bashir Hobba, Libya, activist, Libyan tweep
  
- **Technology and Women's Economic Empowerment** | Technology and the Internet can be powerful platforms to support women's economic empowerment. This panel will feature stories and insights on using technology and media platforms and tools to amplify business and drive entrepreneurship, with insight from regional entrepreneurs and business leaders.
  - Facilitator, Dr. Nailah Attar, KSA, Consultant at Business for Social Responsibility, founder & CEO, ECO consultancy
  - Shereen Allam, Egypt, co-owner of Eco-tek and founder, Association for Women's Total Advancement and Development
  - Yasmine El-Mehairy, Egypt, co-founder of SuperMama
  - Shahinaz Ahmed, Egypt, CEO, Education for Employment Foundation-Egypt
  - Marie Joe Raidy, Lebanon, Partner, Raidy Printing Group, Partner, Creative Lounges, and founding member of the Better Business Group with the Lebanese American Chamber of Commerce
  
- **Journalism, Women and the Internet** | This panel will explore the following questions: What is the role and importance of journalism when it comes to social change? What is the line between journalist and activist; should there be a line, and is it more easily blurred with citizen journalism? What responsibilities do citizen journalists have, and to whom? Are there agreed-upon journalistic standards and guidelines for the blogosphere/Twitterosphere? How are technology and the Internet amplifying the voices of women journalists?
  - Facilitator: Ann Hoffman, USA, Director of Online Communications, Vital Voices Global Partnerships
  - Lara Ayoub, Jordan, digital media pioneer and Digital Media Director, Alghad and Al-Waseet
  - Hosam El Sakkari, Egypt, Head of Audience, Yahoo! Maktoob
  - Lina Attalah, Egypt, Managing Editor, Al Masry Al Youm
  - Lamees Dhaif, Bahrain, journalist
  - Hebah Abdalla Reed, Egypt/US, Senior Producer, Al Jazeera English
  - Shatha Al-Harazi, Yemen, blogger and reporter, The Yemen Times
  
- **Safety Online For Women and Activists** | There are a number of safety issues for women and activists online; this panel will discuss some of the risks related to using the Internet and various technology platform, and will give a primer on how to use social media tools safely.
  - Facilitator: Margaux Bergen, UK/USA, VP Strategic Communications, Vital Voices

- Elizabeth Linder, USA, Politics & Government Specialist - Europe, Middle East & Africa, Facebook
  - Nashwa Aly, Egypt, Public Policy & Government Relations, Middle East & North Africa, Google
  - Jillian York, USA, Director for International Freedom of Expression, Electronic Frontier Foundation
  - Karen Reilly, USA, Development Director, The Tor Project
  - Marek Tuszynski, Poland, Co-founder and Director, Tactical Tech
- **Women's Rights, Human Rights, Media and Technology** | Technology and the Internet play an increasingly critical role in amplifying the voices of those advocating for human rights and the advancement of women in society. What key issues related to women's rights, human rights and social justice are women addressing, and how are they using technology, social/digital media platforms to create solutions and increase awareness of those issues? What innovative technological and media applications for addressing human rights and social justice issues have emerged?
    - Facilitator: Courtney Radsch, USA, Program Manager – Global Freedom of Expression Campaign, Freedom House
    - Rebecca Chiao, USA/Egypt, Co-founder of [HarassMap](#)
    - Fadi Salem, UAE, Fellow and Director of the Governance and Innovation Program in the Dubai School of Government
    - Raja Althaibani, Yemen/USA, Middle East and North Africa Program Associate, Witness
    - Dalia Abd Elhameed, Egypt, Researcher at the Egyptian Initiative for Personal Rights
    - Fida Ouri, Palestine/USA, Deputy Director & Webmaster at 96 NISAA FM
- **After the Revolution: Elections and e-governance** | Women had key roles in the creating change across the MENA region; how are women leading in the post-revolutionary world? How are technology, the Internet and media being used as platforms for launching campaigns, creating consensus, becoming political leaders, and supporting good governance? What advice or strategies would women who have run give to those waiting in the wings?
    - Facilitator: Erin Vilardi, USA, former Vice President of Program and Communications at The White House Project
    - Dalia Ziada, Egypt, founder, American Islamic Congress, activist and blogger
    - Doaa Abdelaal, Egypt, Middle East Regional Coordinator, iKnow Politics-The International Knowledge Network of Women in Politics
    - Asma Nairi, Tunisia, activist and researcher
    - Marianne Nagui Hanna Ibrahim, Egypt, Media person and civil society activist

- **What's Next? Continuing the Conversation** | This final conversation will tie together the themes of the day, and identify the next steps for continuing the conversation. It will be a facilitated workshop and listening session to elicit ideas for tools, platforms, technology and media that would better facilitate entrepreneurship, political leadership, media and women's rights and human rights activism, with an emphasis on how companies can support the work of women in leadership across the Middle East and North Africa.
  - Facilitator, Dr. Rasha Abdulla, Egypt, American University of Cairo
  - Geraldine de Bastion, Germany, consultant, New Media and Development, newthinking communications
  - Heba Abu Shehadeh, Jordan, Chief Editor – Communities, Yahoo! Maktoob
  - Fabiola Addamo, US/Italy, Yahoo! Product Support Manager
  - Engy Ghozlan, Egypt, Network for Women's Rights, Co-founder of HarassMap
  - All company participants