

1st European Conference on Gender and Diversity in Engineering and Science



11th - 13th September 2009, Dusseldorf, Germany



Foreword

Dear participants,

'Gender and Diversity in Engineering and Science' is the motto of the first European Conference organized by the division 'Women in the Engineering Profession' (fib – Frauen im Ingenieurberuf) of the Association of German Engineers (VDI). As one of the top exporting nations with a specific focus on high technology and engineering services, Germany and German industry are putting the diversity argument into practice more and more: only if teams are made up of members with different backgrounds, ages and sexes it will be possible to achieve the results that satisfy customers, employees and employers. In the international competition for the best engineers and scientists no business can afford to abstain from the half of all talents.

The idea of gender in engineering and sciences has been widely discussed outside the areas where it should be applied: research and development in industry and research institutions. Although the last few years have seen a growing acceptance of gender issues in Germany, there are still many steps to go.

The conference's core objective is to bring the gender and diversity argument from the gender sciences to industry and to those people who want to make a change. Therefore the conference will turn the spotlight on best practices all over the world, results of studies showing the benefits of diversity and gender conscious management and information on world-wide work-life balance concepts in engineering and science. Besides insights into strategies to a successful career, the conference addresses cross-cultural success factors, women leadership, the changing professional image of the engineering profession and gender relevance in engineering education.

Since business-related contacts are nowadays no longer limited to one's own country, but are rather spread all over the world – particularly in engineering and science – networking is taking place globally. The conference aims to encourage the European networking of female engineers. Be invited to use this conference to extend your network, gain inspiring insights and exchange motivating ideas.

Sylke Pageler, Chairwoman of fib

Program Committee

Prof. Dr. Susanne Ihsen, *Technical University of Munich, Department of Electrical Engineering and Information Technology, Gender Studies in Science and Engineering*

Johannes Klumpers, *Directorate-General for Research of the European Commission*

Dipl.-Ing. (FH) Sylke Pageler, *Chairwoman of fib, Wiesheu GmbH*

Dr.-Ing. Roya Ulrich, *Daimler AG*

Prof. Dr.-Ing. Burghilde Wieneke-Toutaoui, *University of Applied Sciences, Berlin*

Friday, September 11th, 2009

Technical Excursions 13:30 – approx. 18:00

Pre-registration
necessary!

A) Architecture and Art Tour – Experience Dusseldorf's Media Harbour



The Architecture and Art Tour visits the partial transformation of Dusseldorf's old Rhine harbour into a modern business and residential district. It is an important urban planning project to position the city as a centre for the creative industries, including advertising, art and media, in Europe. The reconstruction is not undertaken on a massive scale, as it is the case in many cities. In response to the specific wishes and requirements of creative and new-economy professionals, each lot is individually adapted for its future user. Experience the resulting vibrant architectural diversity that contributes to the area's unique creative atmosphere.

B) Airport Dusseldorf International Tour



Would you like to have a look behind the scenes of the airport? View the happenings on the aprons close up? In short, to experience the airport in a very different way? In about two hours the round trip explains to you the airport happenings e.g. operational sequences with loading and unloading of the airplanes, the mechanisms of the airport and the airport history. The actual trip leads past the terminals, over the roll field struggle race, around the entire airport area and, depending upon weather conditions, stops in the approach lane. From here you can experience the starting and landing airplanes 'very closely'.

C) ABB Ratingen



The ABB factory in Ratingen opened in 1999 and is designed to meet the latest technical, economic and ecological criteria. Calor Emag Medium Voltage Products as a division of the German ABB AG, develops, manufactures and erects switchgear systems and components for electrical power distribution in all medium voltage ranges. The plant in Ratingen is ABB's global centre for vacuum technology and gas-insulated medium voltage switchgear. The company's fields of activity further include current-limiting switching devices, accredited test laboratories for in-house and third party testing, and digital panel control and protection technology.

12:30 Registration

Workshops 13:30 - 18:00

Pre-registration
necessary!13:30
–
15:30 **Workshop 1:
Use Self-Awareness as Strength**
Drissia Schroeder-Hohenwarth

Personality has a strong impact on communication and leadership style. In this very interactive session based on the well-known Myers-Briggs Type Indicator® you will get the opportunity to widen your self-awareness but also to understand better other people in your environment. Discover how this knowledge can help you at work.

Language: German/English

**Workshop 2:
Work Life Navigation**
Dr. Ellen Buckermann

Committed specialists and executives are the engines of success for every company. Their energy sources are health, orientation, emotional stability and sensible action. In this workshop we work interactively on the columns of identity and focus on capabilities, interaction and solutions.

Language: German

**Workshop 3:
New Approaches in Worksite Prevention**
Dr. Ute Heinrich

Due to an aging population worksite health promotion becomes more and more important. Health education and early detection of diseases are hereby regarded as an integral part of an holistic health management.

This workshop offers inside views on the different possibilities and the effects of operational prevention measures on business environment in large-scale industry by the example of Audi AG.

Language: German

16:00
–
18:00 **Workshop 4: Cross-Cultural Skills: a
Success Factor in International Business**
Drissia Schroeder-Hohenwarth

Cross-cultural skills have become increasingly important to ensure successful international work. In this workshop you will gain insight into cultural differences and how they appear in the work place. You will broaden your skills and be provided with some tips on how to bridge cultural differences. A particular attention will be given to being a professional woman in the international context.

Language: German/English

**Workshop 5:
Leadership Qualities and Self Presentation**
Dr. Ellen Buckermann

Leadership must have a direction and provide orientation. As an executive, how do you deal with your special technical and management knowledge? In this workshop you will identify your style of leadership and practise an authentic appearance.

Language: German

**Workshop 6:
Business-Knigge**
Marcus Holzheimer

Possibly you have the first impression under control – but what happens next? Now it's essential to verify and strengthen the first impression. In this workshop you will learn the basic rules auf modern manners, how to control the first impression and how to act in restaurants, meetings etc.

Language: German/English

**Drissia
Schroeder-Hohenwarth**

is Director of DSH International HR based in London. She works as international consultant, executive coach and trainer.

**Dr. Ellen Buckermann**

is Director of WHC Work & Health-Care-Consulting. She works as coach, organisational consultant and burn-out expert.

**Marcus Holzheimer**

is a consultant and coach for strategic (self) marketing, sales and career. International enterprises rely on his individual and solution-oriented methods.





**Dr. Ute Heinrich**

works for the occupational health department of the Audi AG in Ingolstadt. She is a specialist in internal and occupational medicine.

19:00 Stand-Up Reception

Saturday, September 12th, 2009

ROOM DUSSELDORF

09:15 Opening by Sylke Pageler, *Chairwoman of fib, Quality Manager of Wiesheu GmbH*09:20  **Welcome by Prof. Dr.-Ing. habil. Bruno O. Braun,**
*President VDI e. V. & President and CEO of TÜV Rheinland Group*09:40  **Plenary Lecture 1**
Woman Power: How E.ON Promotes a New Source of Energy
*Christoph Dänzer-Vanotti, Human Resources Director, E.ON AG*10:25  **Plenary Lecture 2**
Vision of the WFEO – WIE – Women in Engineering worldwide
*Marie-Hélène Therre, Chairwoman of the WFEO Standing Committee Women in Engineering and Technology (WIE)*11:10  **Plenary Lecture 3**
A college of engineering at the world's largest university for women – Best practices from Korea
Prof. Kim Myoung-Hee, President of Korea Simulation Society

12:00 Lunch Break

	Models of Women Leadership/ Work-Life-Balance	Changing the Engineering Profession	Successful Women Engineers and Students
13:50	<p>Career Courses, Career Orientations and Career Planning of Female and Male Chemists and Political Scientists in the Transition to the Post-doc-Phase</p> <p>Heike Kahlert, Marieke Gonschior, Katharina Nieter, University of Rostock, Institute of Sociology and Demography, Germany</p>	<p>Technology and Masculinity – reconsidered – New perspectives on an apparently simple question</p> <p>Tanja Paulitz, University of Graz, Department of Sociology, Austria</p>	<p>Female Engineers: What Kind of Job?</p> <p>Miretta Giacometti, University of Bologna, Faculty of Economics, Italy</p>
14:10	<p>Reconciliation strategies and career-perspectives in Austria's non-university research institutions</p> <p>Helene Schiffbaenker, Joanneum Research, FEMtech scientific department, Vienna, Austria</p>	<p>Engendering Knowledge Networks: Empowering Woman through ICT</p> <p>Yvette Ramos & Dillip Pattanaik, Femmes Ingénieures, France & IRMA, India</p>	<p>Women's Underrepresentation in Technological Disciplines Within Western Cultures: Issues and Possible Interventions</p> <p>Sharron Frillmann & Hale Oner-Keifer, Purdue University, College of Technology, Indiana, USA</p>
14:30	<p>Housework and Childcare alongside Academic Work in the Lives of Engineering and Basic Sciences Turkish Female Academics</p> <p>Fulya Tepe, Istanbul Aydin University, Faculty of Education, Turkey</p>	<p>Obstacles and stimuli in the scientific careers of men and women in photonics</p> <p>Elke Van den Brandt, University Brussel, RHEA – Gender and Diversity Centre, Belgium</p>	<p>Investigation of the causes for the low attraction of female students in engineering careers</p> <p>Panagiota Rouni, Theodora Kokla, Panagiota Katsakiori, Greek Women's Engineering Association (EDEM), Athens, Greece</p>
14:50	<p>Paying the price: the impact of maternity on career progression of women scientists and engineers in Europe</p> <p>Clem Herman, University of Milton Keynes, Department of Communication and Systems, United Kingdom</p>	<p>Gender Issues in Environmental Engineering and Research: a Matter of Translation between Gender Studies and Engineering</p> <p>Ines Weller, University of Bremen, Research Center for Sustainability Studies, Centre for Gender Studies, Germany</p>	<p>International Mentoring – A Model of Best Practice of Gender-Equal Human Resources Development</p> <p>Elke Breuer & Carmen Leicht-Scholten, RWTH Aachen University, Germany</p>
15:10	Coffee Break		
	Gender and Diversity Research	Gender Relevance in Engineering Education	Best Practise
16:00	<p>Staff Development and the Reform of the German Higher Education System – A Chance for a More Diverse Workforce!?</p> <p>Isabel Beuter, University of Leipzig, Translational Centre for Regenerative Medicine, Germany</p>	<p>Motivating Factors and Barriers to Study Engineering – Gender Differences and Possible Consequences</p> <p>Judith Ebach, Martina Endepohls-Ulpe & Janine von Zabern, University of Koblenz-Landau, Germany</p>	<p>Work-Life Balance on the Way to the Top</p> <p>Susanne Ihnen & Victoria Hantschel, Technical University of Munich, Gender Studies in Science and Engineering, Germany</p>
16:20	<p>SPIRIT – a Life Cycle Based Gender Mainstreaming Concept at the University of Stuttgart</p> <p>Sabina Jeschke, Barbara Burr, Peter Göhner, Wolfram Ressel & Wolfgang Schlicht, University of Stuttgart, Institute of Information Technology Services, Germany</p>	<p>Educational Gender and Diversity Projects at RWTH Aachen University: Interdisciplinary Strategies to Establish Gender Mainstreaming in Various Teaching Scenarios</p> <p>Mostafa Akbari, Thiemo Leonhardt, Anne-Christien Pielka & Ulrik Schroeder, RWTH Aachen University, Research Group "Computer-Supported Learning", Germany</p>	<p>Munich's Gender-sensitive Education – Extend Girl's World to the Fascinating Field of Engineering</p> <p>Barbara Roth, Pedagogical Institute, Department of Social Education and Prevention, Munich, Germany</p>
16:40	<p>Gender and Diversity as an Organisational Development Strategy at the Technical University Aachen</p> <p>Carmen Leicht-Scholten, RWTH Aachen University, Gender and Diversity Management, Germany</p>	<p>How to Achieve Competence in Issues of Gender and Diversity Studies?</p> <p>Helene Götschel, University of Uppsala, Sweden</p>	<p>National Joint Initiative for Women in MINT-Professions "Go, MINT." – New Ways of Networking</p> <p>Barbara Schwarze & Eva Viehoff, Agency of the National Joint Initiative for Women in MINT-Professions, Competence Center Technology-Diversity-Equal Chances, Bielefeld, Germany</p>
17:00	<p>Gender equality in study courses at Swiss technical colleges: The path to change in electrical engineering, business IT and biotechnology</p> <p>Nadja Ramsauera & T. Weiss Sampietro, Zurich University of Applied Sciences, Department Gender Studies, Winterthur, Switzerland</p>	<p>Fit for a Career</p> <p>Susanne Ihnen, Sabrina Gebauer & Ester Höhle, Technical University of Munich, Gender Studies in Science and Engineering, Germany</p>	<p>Gender and Diversity in Innovation Processes</p> <p>Stephanie Stein & Nina Bessing, EAF, Berlin, Germany</p>
17:20	End of speeches		
19:30	Evening event with dinner		

ROOM DUSSELDORF

10:00



Plenary Lecture 4
Gender and Diversity in Engineering Education
 Prof. Anette Kolmos, *President Elect of the European Society for Engineering Education (SEFI)*

10:45

Panel discussion
 'New strategies to involve more women in engineering sciences and leading positions'
 Presenter: Ms. Iris Woggan-Kaiser
 Participants: Prof. Dr.-Ing.habil. Bruno O. Braun, Prof. Kim Myoung-Hee, Sylke Pageler, Marie-Hélène Therre, Monica Wertheim

12:00

Farewell Reception

Exhibition & Sponsorship



For an optimum presentation of your company, make use of the exhibition held in parallel with the conference. The conference illustrates the gender aspect from different points of views and offers a perfect meeting point for the international audience. About 300 national and international engineers and participants of all kind of branches will attend the conference and take part at the workshops and technical excursions.

Take advantage of the accompanying trade exhibition at the centre of the branch and make valuable contacts!
 We are looking forward to send you further information.

Stella Amend
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Your advantages at a glance:

- distinguished from your competitors
- sharpened company image
- sustained positioning of your image and competency in your core target group
- attention gathering presentation of your products and services
- chance to make direct, personal contact with approx. 300 field representatives you cannot reach via classical advertising media.

Information

Conference Venue

MARITIM Hotel Dusseldorf
 Maritimplatz 1, 40474 Dusseldorf, Germany
 Phone: +49 (0) 211 52 09-0
 Fax: +49 (0) 211 52 09-10 00
 E-mail: info.dus@maritim.de

Hotel Reservation MARITIM:
 Room Category: Comfort
 Single Room: 159.00 EUR
 Double Room: 182.00 EUR



All prices including breakfast and VAT. Please reserve your room under the key word 'VDI'.

(Allocation bookable until July 20th, 2009. Please consider that there is only a certain number of rooms available for the special price. Even before the expiration of the deadline the allocation might be fully booked.)

For further hotels in Dusseldorf please click on

www.fib-conference2009.de

All locations bookable until August 15th, 2009. Please consider that there is only a certain number of rooms available for the special price. (Even before the expiration of the deadline the allocations might be fully booked.)

Conference Language

Conference Language will be English.
 Simultaneous translation will not be available.

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I will attend the "1st European Conference on Gender and Diversity in Engineering and Science" at 11th to 13th of September, 2009.

Conference Fees

	Fees plus VAT
<input type="checkbox"/> Attendance Fee	EUR 220.00
<input type="checkbox"/> Workshop No.: <input type="text"/>	EUR 50.00 (each)
<input type="checkbox"/> Excursion Letter: <input type="text"/>	EUR 15.00 (each)
VDI-Member-No. <input type="text"/>	

(VDI-Members will get a 10 percent reduction on the Attendance Fee.)

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First Name <input type="text"/>	Title <input type="text"/>
Department (Abbreviation if applicable) <input type="text"/>	
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Applications must be in writing. The registration confirmation and the invoice will be mailed out. Please do not pay until you have been billed.

Terms and Conditions: Upon registering, the participant accepts the terms and conditions of VDI e.V. Cancellations must be made in writing. If registration is cancelled 14 days prior to commencement of the conference, an administration fee of EURO 50 plus VAT will be charged. After this date, the invoiced participation fee is payable in full. The postmark is decisive. In this case the conference documents will, upon request, be sent to the participant. It is possible for someone to attend the course instead of a registered person by arrangement with VDI e.V. If a course has to be cancelled due to unforeseen circumstances, participants will be immediately notified. In this case, the participation fee will be fully refunded if already paid. In exceptional cases, we reserve the right to change lecturers and/or the conference content without prior notice. In any event, the liability of VDI e.V. is limited solely to the participation fee.

Data protection: Your personal data will be maintained for internal business and marketing purposes only in accordance to the by-laws, policies, and procedures of the VDI.

Organiser:

The Association of German Engineers (VDI e.V.)
 fib Women in Engineering

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Signature
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