



Inclusive Employer Branding

How to be attractive to LGBT+ and other diverse talents



Thursday,
7 October 2021
01:00 pm (CET)



Hybrid event
Online and at Ringturm,
Schottenring 30, 1010 Vienna

initiated by



hosted by



Dear friends of diversity,

You are cordially invited to this year's LGBT+ Business Forum, which takes place on **October 7, 2021**. Initiated by **IBM** and **Pride Biz Austria** the LGBT+ Business Forum 2021 is supported by **WIENER STÄDTISCHE Versicherung AG Vienna Insurance Group** as host and cooperation partner. Join other executives, HR/CSR and diversity managers in the discussion and in exchanging ideas on **Inclusive Employer Branding**.

How can LGBTI+ friendliness become a **value within the employer brand**? What requirements need to be met to **avoid pink-washing** and how can businesses communicate their efforts towards (future) employees?

At this year's Forum we will show how **LGBTI+ Diversity is a relevant aspect of a successful employer branding strategy**, ranging from the executive level, recruiting and marketing department to the organisational culture including (straight) allies.

The Forum aims at giving businesses the effective tools **to stand out in the "War for Talents"** as an attractive employer – not only for the LGBTI+ community itself, but also for their relatives, friends and all people, who want to work for an open-minded company that embraces diversity.

The 9th LGBT+ Business Forum will be **held in English**, which will make it possible for **international guests** to participate.

Please feel free to forward this invitation to other friends of diversity.

9th LGBT+ Business Forum

All times local Vienna time (CET)

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- 01:00 pm **Opening words**
Astrid G. Weinwurm-Wilhelm & Kai Bethke (Pride Biz Austria)
Patricia Neumann (Country General Manager IBM Austria)
Doris Wendler (Member of the Managing Board, WIENER STÄDTISCHE Versicherung AG Vienna Insurance Group)
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- 01:20 pm **Keynote „From Diversity to Inclusion: How Employer Branding drives cultural change“**
Rotraud Diwan (General Manager, Hil Employer Strategies)
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- 01:35 pm **Panel discussion: How to attract (LGBTI+) Millennials in times of War for Talents?**
Thoman Gaiswinkler (Enterprise Account Executive, LinkedIn DACH)
Dr. Rassa Seyedi (Country Leader IBM Global Business Services, IBM Austria)
Wittich Mahlknecht (Chairman "all colours", WIENER STÄDTISCHE Versicherung AG Vienna Insurance Group)
Nina Schubert (Higher Education Researcher, IHS)
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- 02:35 pm **Work Streams**
Addressing corporate strategies, inclusive leadership and LGBTI+ allies
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- 03:15 pm **Sharing of results & findings**
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- 03:45 pm **Closing words**
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Moderation: **Tanja Baechle** (IBM Austria)

[Click here for registration*](#)

Due to Covid-19, this event will be held as a **hybrid event**. Please be aware that the number of participants at the location depends on the respective valid regulations. We will inform you of the current situation **prior to the event**.

Online participation will be offered by MS teams. The **video stream** will also be available after the live event.



Pride Biz Austria is the umbrella organisation of Austrian Gay Professionals (AGPRO) and Queer Business Women (QBW). It is the Austrian platform for LGBTI Diversity at the workplace.

See www.pridebiz.at for more information!