

**MEDIA ALERT**

Paris (France), 2 April 2020

## **JFD is reinventing itself thanks to digital and gives to its community new rendezvous.**



**Since 23 March, [JFD](#) (Digital Women's Day) gives new weekly rendezvous to its growing community: live interventions every Monday at 6pm (CET) with inspiring speakers and live experiences on Wednesdays (workshops, tutorials...).**

**A rich programme with discussions, advice and best practices from European and African entrepreneurs, managers, investors and political personalities.**

As a direct consequence of the health crisis that is hitting the world and the measures taken by the French government, JFD Europe and JFD Africa will not be able to accommodate the more than 6,000 participants expected on 21 April 2020 at Maison de la Radio and on 2 July 2020 at the Convention Centre in Kigali, Rwanda.

*"One day can't define JFD's actions for an inclusive digital world and the values we have been carrying for 8 years. It is an opportunity to transform a model in place since 2013 orchestrated by the Bureau. Our mission and our core business of influencing and advising on communication strategy remain intact. We are naturally reinventing ourselves thanks to digital. It is important to know how to adapt and not to suffer, but to anticipate the after and prepare for the future which must and will be different for all of us."*, **Delphine Remy-Boutang, CEO the Bureau & JFD, Presidente GEN France.**

It is by seizing the opportunities offered by digital technology and by demonstrating creativity that JFD implements new activities imagined by the Bureau to fulfil its mission and meet the expectations of the public and its partners: inspiring talks from international speakers, new digital experiences, etc.

**Gaëlle Frizon de Lamotte, founder of OLY Be** gave a Yoga class live, followed by a discussion about her journey as an entrepreneur. For her part **Anne Ravanona, founder of Global Invest Her**, enlightened the JFD community on the challenges faced by women entrepreneurs in their search for financing.

Next live #JFD :

- 6 April**     *"Media: adapt, renew & inform"* with **Frédéric Roy**, editor in chief of CB News.
- 8 April**     Workshop *"AI for Kids"* with **Claude Terosier** founder of Magic Makers and **Benoît Raphaël**, digital & media innovator.
- 13 April**    *"Generation Equality"* with **Delphine O**, ambassador, secretary general of the UN Women's Global Forum 2020 and **Céline Mas**, Presidente UN Women France.
- 15 April**    Workshop *"Women & STEM"* with **Susana Solis Perez**, Member of European Parliament, the Rapporteur for the STEM & Education law by FEMM Committee on Women's Rights and Gender Equality.
- 20 April**    with **Cathy Mauzaize**, General Manager Enterprise Commercial at Microsoft France in duo with Microsoft Africa.
- 21 April**    **Exclusives Live with les Margaret 2020**  
**A special day dedicated to women who change the world!**

21 April will be a day dedicated to the winners of [les Margaret Award 2020](#), who will be revealed for the first time to the public. These entrepreneurs and intrapreneurs who innovate in Europe and Africa for a better world will speak on JFD's different channels of expression.

To follow live interventions and experiences with Orange, L'Oréal, Total, EDF, Paypal, World Bank, Adobe, Région Ile-de-France, Transdev, Lenovo, Dentsu Aegis Network, as well as the participation of JFD Europe and JFD Africa's godmothers:

- **Nathalie Collin**, Deputy General Manager of the Groupe La Poste, in charge of Digital and Communications.
- **Louise Mushikiwabo**, Secretary general of la Francophonie.

### **About JFD**

Created by the Bureau since 2013, JFD (Digital Women's Day) has been honoring and connecting women who are working to revolutionize the world through digital technology. JFD aims to inspire and encourage women to reveal themselves and to innovate. JFD is also a club founded in 2016. Active in Paris and since 2019 also in Libreville, Gabon, the club consists of a network of 400 influential women who meet throughout the year to share and develop their connections during exclusive conferences and events. In 2018, the Margaret Foundation was launched to support women's projects, including offering scholarships and training for young women wanting to pursue careers in the innovation sector and raise awareness of entrepreneurship from high school onward. In 2019 JFD published the "JFD Manifesto for an Inclusive Digital World" signed by major groups that have set annual targets favoring gender diversity and feminization of digital professions. [jfd2120.com](http://jfd2120.com)

Twitter, Instagram : @JFDOfficiel

Facebook, Youtube : @DigitalWomensDay

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