

10 December 2020

WIL  
EUROPEAN NETWORK FOR  
WOMEN IN LEADERSHIP

## Event Report

### Closing Ceremony of the 5<sup>th</sup> edition of the Women Talent Pool Programme

On the 10<sup>th</sup> of December, WIL Europe welcomed the participants of the 5<sup>th</sup> **Women Talent Pool Programme (WTP)** for an interactive **Closing Ceremony** to mark the end of their collective 12-month long journey together.

This special event welcomed the participation of WIL members, [Catherine Ladousse](#), President of Cercle InterElles and former Executive Director of Communications EMEA, Lenovo, who gave her tips on **building a personal brand and communicating with confidence**; and [Myriam el Ouni](#), Group Head of Sales for Financial Services Institutions of Europ Assistance, who talked about **the impact that participating in the WTP programme in 2012 had on her career**.

The two sessions were moderated by our talents [Eva Sinkovic](#), Policy Officer/Team Leader at the European Commission and [Marie-Louise Weeda](#), Attorney at Osborne Clarke.

This event provided the participants with important new **insights and perspectives to enrich their professional journeys as they came to the end of their time on the WTP programme**.

*Premium*



*Silver*



*WTP*



*Associate*



*In-Kind*

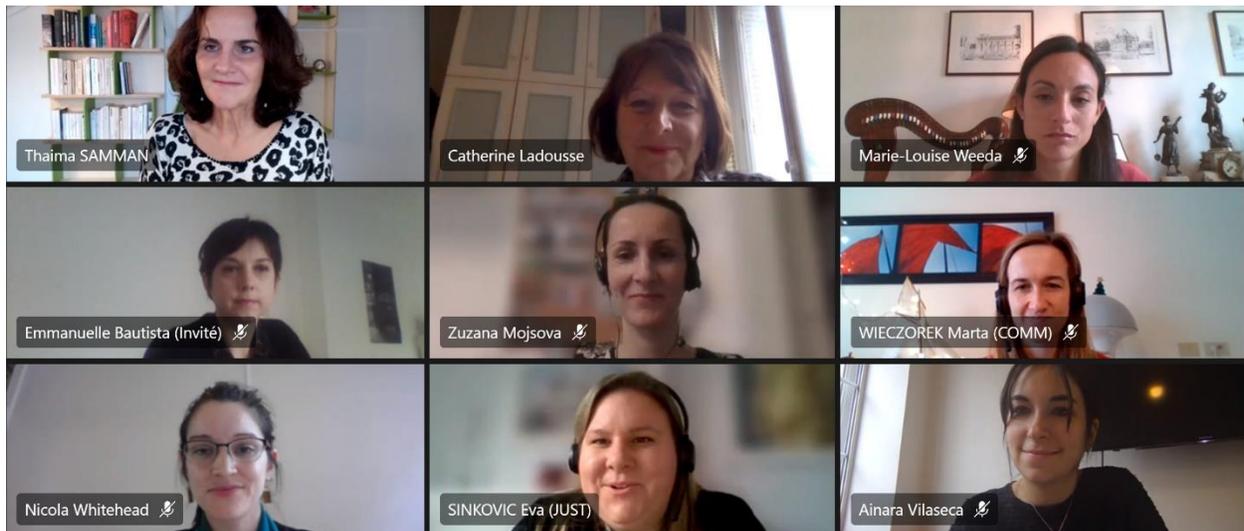




*“This is not the end of our adventure,  
we will continue to be connected and network together,  
from now on as Alumni!”*

**Thaima Samman**

WIL President and Partner of SAMMAN Law & Corporate Affairs



Premium



Silver



WTP



Associate



In-Kind



**FIRST SESSION**



*“Your personal branding is not static; it will evolve.  
Think about it as a life cycle: everything and everybody change”.*

*“If you don’t engage, you don’t influence. Make sure that if you are in a network or if you create your own, you are active, because you will not only learn a lot but the feedback from the people in the network will also help you develop your personal brand.”*

**Catherine Ladousse**, President of Cercle InterElles

During session one, [Catherine Ladousse](#) shared with our talents her insights on **developing a personal brand** and her **tips for effective communication**, to help them **leverage their leadership skills**, build on **their strengths** and **value their differences**. Our talent [Eva Sinkovic](#) led in interviewing Catherine and moderating the Q&A.



Premium



Silver



WTP



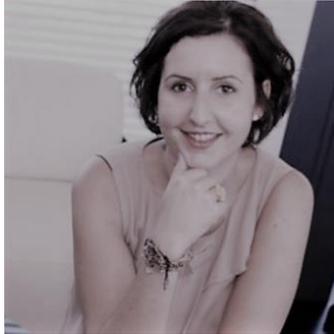
Associate



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## SECOND SESSION



*“I don’t believe that the current situation makes networking more difficult. I believe that it’s a unique opportunity to increase these networking activities. The types of synergies being created online are as strong as the ones we used to have face-to-face, and you need to give them the same energy and value”.*

*“Being a leader is also measured by the ability to adapt to change”.*

**Myriam El Ouni**, Group Head of Sales for Financial Services Institutions, Europ Assistance

For the second session, we heard from [Myriam el Ouni](#), participant in the first edition of our Women Talent Pool programme and current WIL member – a great source of inspiration for our talents! Myriam explained how **the leadership programme brought her knowledge, soft skills and information on key topics for up-and-coming female leaders**; how she continues to **grow her network** now as WIL Member; and the **inspiration she finds from her peers in the network**.

Our talent [Marie-Louise Weeda](#) was in charge of interviewing Myriam and moderating the Q&A.



Premium



Silver



WTP



Associate



In-Kind

