

10 December 2020

WIL
EUROPEAN NETWORK FOR
WOMEN IN LEADERSHIP

Event Report

Closing Ceremony of the 5th edition of the Women Talent Pool Programme

On the 10th of December, WIL Europe welcomed the participants of the 5th **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

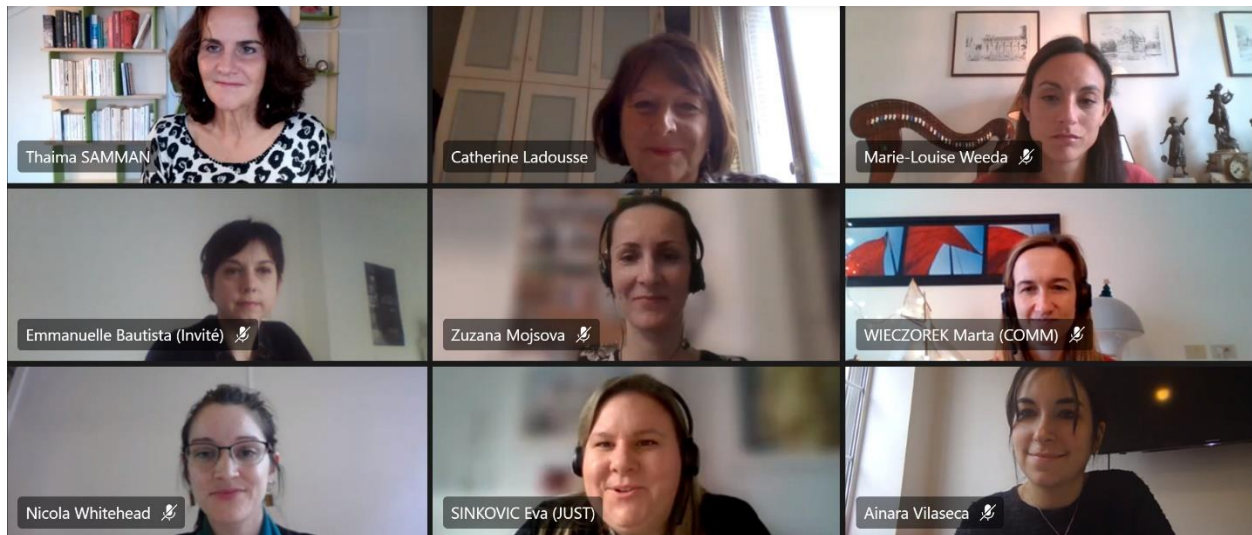




*“This is not the end of our adventure,
we will continue to be connected and network together,
from now on as Alumni!”*

Thaima Samman

WIL President and Partner of SAMMAN Law & Corporate Affairs



Premium



Silver



WTP



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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



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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



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