



United Nations Development Programme (UNDP)



United Nations Development Fund for Women (UNIFEM)



National Democratic Institute for International Affairs (NDI)



The Inter-Parliamentary Union (IPU)



International Institute for Democracy and Electoral Assistance (IDEA)

iKNOW Politics Arabic Site Launch

“THE ROLE OF MEDIA AND TECHNOLOGY IN INCREASING THE NUMBER AND EFFECTIVENESS OF WOMEN IN POLITICS”

October 27 – 28 2009 Amman, Jordan

Background:

The official launch of the Arabic website will take place at the **Parliament of Jordan** the morning of October 27 hosted by Speaker of the House of Representatives, Mr. Abdulhadi Al Majali. The subsequent one-and-a-half day conference will be held at the Intercontinental hotel in Amman and will be opened with an address by Her Royal Highness, **Princess Basma Bint Talal of Jordan**. The subject of the regional conference is “The Role of Media and Technology in Increasing the Number and Effectiveness of Women in Politics”.

The iKNOW Politics Arabic regional launch will bring together approximately 100 women leaders, candidates, activists, and women’s organizations from the Middle East and North Africa. The conference will also engage prominent women leaders from every region of the world to take part in discussions. It will bring together the most active iKNOW Politics members for face-to-face meetings with iKNOW Politics experts, partners, staff and women leaders. iKNOW Politics also plans to broadcast the conference on the internet and accept questions from online participants during the proceedings.

After the conference, iKNOW Politics will hold a global online E-Discussion on Women in Politics and the Media using the strategies and recommendations from the conference as the launching point.

TUESDAY OCTOBER 27, 2009 – PARLIAMENT OF JORDAN

	TUESDAY OCTOBER 27 – MORNING
9:00 – 10:00	Welcome reception at the Parliament of Jordan; buses depart from Intercontinental Hotel at 8:50am
10:00 - 10:20	Official welcome by Speaker of the House of Representatives, Mr. Abdulhadi Al Majali
10:20 – 10:50	Key address on women’s participation by an international woman leader
10:50 – 11:10	Address by a Jordanian woman Minister
11:10 – 11:30	Welcome remarks from the Jordanian Senate
11:30 – 12:00	Viewing of Arabic testimonials with introduction by one of the women in the film
12:00 – 12:30	Official launch of the iKNOW Politics Arabic website
12:30 – 12:45	Closing remarks by the Speaker of the House of Representatives, Mr. Abdulhadi Al Majali
13:00 – 13:30	Media availability and press statement; buses depart from the Parliament to the Intercontinental hotel at 13:00

PARTNERS



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TUESDAY OCTOBER 27 - AFTERNOON	
13:30 – 15:00	lunch at Intercontinental Hotel
15:00 – 15:10	Introduction of Her Royal Highness by Fredrik Arthur, Ambassador for Women’s Rights and Gender Equality, Norway
15:10 – 15:50	Keynote address by HRH Princess Basma bint Talal of Jordan
15:50 – 17:20	Plenary: Women in Politics & media/technology in the Arab region Chair: Ambassador Fredrik Arthur Panelists: - CAWTAR - Member of Parliament from the region - Expert on new information technologies and elections
17:20 – 17:30	Director of ceremonies – overview of agenda for next day
19:00 – 21:30	Buffet/standing dinner and screening of full testimonials video
WEDNESDAY OCTOBER 28	
9:00 – 10:30	Plenary: - Review of previous day - Viewing of film of Queen Rania (TBC) - Speech by a young woman leader - Address by a renowned regional media personality - Questions and Comments
10:30 – 11:00	Coffee break
11:00 – 13:00	Break-out session A: Campaign messaging using media and technology Chair: A senior partner organization representative Discussants: - expert on campaign messaging - Expert on televised media - expert on internet campaigning
11:00 – 13:00	Break-out session B: Stereotypes of Arab women in the media Chair: A senior partner organization representative Discussants: - Two regional elected women (with background in media) - a renowned regional journalist
13:00 – 14:30	Lunch at Intercontinental Hotel
14:30 – 16:30	Plenary: “Ask the Experts” - Rapporteurs reports from break-out sessions Chair: Dr. Noha el Mikawy Experts: brief statements by iKNOW Politics experts - Q&A
16:30 – 16:45	iKP presentation – how iKP can be used to continue dialogue
16:45 – 17:00	Closing remarks

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Logistical Information:

Participants may register for the conference between August 20 and October 1, 2009 on the iKNOW Politics website: www.iknowpolitics.org.

The conference will take place at the Intercontinental hotel in Amman, Jordan. A block of rooms are being held at the Intercontinental hotel at the conference rate until October 1, 2009. The conference will have simultaneous interpretation in three languages: English, Arabic and French.

For more information about registration and conference logistics please e-mail: conference@iKNOWPolitics.org