



#SHEMATTERS

MARCH FORWARD

ACCELERATE | INNOVATE | LEAD

TOGETHER, WE CAN SHAPE A BRIGHTER,
MORE INCLUSIVE TOMORROW

#BETHECHANGE

POWERED BY



**NIPPON
PAINT**



Primehr®



WHY MARCH FORWARD MATTERS?

Last year, we embarked on an incredible journey with our event titled "**Count Her In.**" The theme was a call to action to ensure women were not only acknowledged but actively included across various sectors, particularly in technology and innovation. Our vision was-and still is to increase the representation of women in these fields, recognizing that their participation is essential for progress and transformative growth.

NOW, IT'S TIME TO ACCELERATE

The road ahead requires us to move beyond discussions & pledges and take bold, actionable steps toward our shared goals. This year, we aim to embody the International Women's Day 2025 theme: "**Accelerate Action**" This is a powerful call to move forward with purpose, urgency & commitment.

We are shifting gears to empower women not only through opportunities but also through equipping them with the tools, networks, and support systems to thrive. It's about creating a world where gender bias & stereotypes are left behind, & equality becomes the norm-not just the vision. Let's speed things up, push boundaries, and be the catalysts of real, tangible change. Together, we can build a future where every woman's potential is unleashed, where their presence is celebrated, and where they lead the way in shaping a better tomorrow.

FOUNDER'S MESSAGE

For as long as I can remember, I've been searching for a life filled with meaning and purpose. It has always been my aspiration to share the blessings I've been fortunate enough to receive. Over the years, through countless conversations with inspiring individuals, and through reading and reflection, I've arrived at a profound truth:

"Knowledge grows when shared, happiness multiplies when spread, and success becomes contagious when celebrated. Our differences lose their divisive power when we choose to embrace and complement one another."

This belief forms the foundation of SheMatters, a platform built on the principle of *"Paying it Forward."* Today, I am humbled and overjoyed to see this vision transforming into a movement, one that is supported and driven by extraordinary individuals from diverse backgrounds. Each

As we march forward in 2025, our focus sharpens. This year's theme, **#MARCHFORWARD**, reflects our unwavering commitment to accelerating action and making real, measurable progress toward inclusion and equality. We're moving beyond discussions and declarations to empower women with the skills, tools, and opportunities to thrive and lead.

Thank you for being a part of this journey.

Warm regards,
Syma Arshad
CEO and Founder, SheMatters



FOUNDER'S MESSAGE

"Greatness isn't about what you have; it's about who you are."

Glory lies not in possessions but in the values we live by. March Forward 2025 embodies this belief, urging us to move beyond promises toward actionable change.

This year's theme, **#MARCHFORWARD**, is a call to empower women, foster inclusivity, and drive innovation. Together, we are building a future where diversity fuels progress and every woman's potential is celebrated.

Let's accelerate action, inspire change, and create pathways for equity. Together, we march forward into a brighter, more inclusive tomorrow.

Kamran Z. Rizvi
Founder, SheMatters

MARCH FORWARD

ACCELERATE | INNOVATE | LEAD

#BETHECHANGE



THROWBACK DIARIES



COUNT HER IN 2024



OUR GROWING COMMUNITY



#SHEMATERS COMMUNITY
ADDING THEIR VOICE TO THE
ORCHESTRA OF LIFE

CONFERENCE OBJECTIVES

- **EMPOWER WOMEN TO TAKE ACTIONABLE
STEPS TOWARD LEADERSHIP**
- **FOSTER INNOVATION AND INCLUSIVITY IN
WORKPLACES AND INDUSTRIES**
- **SHARE SUCCESS STORIES TO INSPIRE
THE AUDIENCE**
- **CREATE ACTIONABLE FRAMEWORKS FOR
DIVERSITY, EQUITY, AND INCLUSION
(DEI)**
- **GLOBAL ISSUES CLIMATE CHANGE ACTION
CARBON CREDIT PLASTIC MANAGEMENT**

TENTATIVE AGENDA

REGISTRATION & OPENING FUEL THE ACCELERATION SHEMATTERS INTRODUCTION

SUCCESS STORIES OF CHANGE MAKING HERSTORY THE RISE OF HER VOICE SHAPING TOMORROW

Present stories of empowered women through a digital presentation. Highlight their journeys and SheMatters' role in their growth.
Purpose: Motivate attendees and emphasize SheMatters' impact.

PANEL DISCUSSION

INNOVATIONS IN WOMEN INCLUSION

This will be an interactive session with the audience where the main topic of discussion would be to highlight the changing work environment for women and more receptive approaches of leadership women have craved and created in the world of corporate.

WOMEN OF VISION

TRAILBLAZERS IN ACTION

CATEGORIES

- Women in Tech
- Social Impact Leader
- Corporate Changemaker
- Rising Entrepreneur
- Inspirational talks from industry icons.
- Discuss overcoming challenges in male-dominated industries.
- Acknowledgment of SheMatters' platform in fostering leadership.

IT'S ABOUT TIME- INCLUSIVE CULTURES CHANGING CORPORATE DYNAMICS

- Docuseries of Organisations/Patrons Taking part.
- Award Distribution.
- Explore how inclusivity benefits workplaces.
- Highlight global trends in gender-equal leadership.
- Q&A session with speakers for audience engagement.

DISCUSSION – THE POWER SHIFT

LEADERSHIP 2.0: WOMEN LEADING THE CHARGE

- Panel Focus: Challenges of leadership and maintaining work-life balance.
- New paradigms for shared responsibilities.
- Audience Participation: Open dialogue on navigating these shifts.

DEI ACROSS BORDERS GLOBAL INSIGHTS

ON WOMEN'S PROGRESS

- Present case studies of women breaking barriers globally.
- Discuss diverse cultural approaches to inclusivity and equity.

BREAKOUT WORKSHOPS

(TOPICS: LEADERSHIP, TECH FOR EQUITY)

- International Keynote Speakers
- Present case studies of women breaking barriers globally.
- Discuss diverse cultural approaches to inclusivity and equity.

BREAKOUT WORKSHOPS

- Themes: Leadership, tech equity, workplace inclusion.
- Small group discussions to share ideas and insights.
- Objective: Drive actionable takeaways for attendees.

ENERGIZERS STAND UP

AWARDS

MARCH FORWARD CONFERENCE 2025 AWARDS: RECOGNIZING EXCELLENCE IN EMPOWERMENT & INCLUSION

The March Forward Conference 2025 celebrates trailblazers championing gender equity, innovation, and empowerment in workplaces, communities, & beyond. This year's awards recognize organizations and individuals making bold strides in creating inclusive, supportive, & transformative environments. Each award reflects the core values of the conference: Accelerate Action, Drive Progress, and Foster Change.

ACCELERATOR OF INCLUSION AWARD

Celebrating organizations that actively advance inclusion across industries through bold & innovative initiatives.

BREAKING BARRIERS AWARD

Acknowledging trailblazers who challenge norms & redefine possibilities for women in non-traditional roles.

ECONOMIC EMPOWERMENT AWARD

Recognizing initiatives that enhance financial independence & entrepreneurship opportunities for women.

CATALYST FOR CHANGE AWARD

Highlighting transformative programs or strategies that create systemic shifts in gender equity.

ADVANCING WOMEN IN STEM AWARD

For companies championing female representation and growth in Science, Technology, Engineering, & Mathematics fields.

DIVERSITY INNOVATOR AWARD

Celebrating creative solutions to integrate diverse talent into key areas, fostering innovation through inclusion.

COMMUNITY IMPACT CHAMPION

Honouring grassroots efforts and impactful projects uplifting marginalized women and their communities.

ENABLER OF DREAMS AWARDS

Celebrating organizations that empower and support women entrepreneurs to turn their dreams into reality.

WORKPLACE TRANSFORMATION AWARD

Celebrating organizations that redefine their workplace policies to support inclusivity and equity.

GLOBALLY AWARD

Honoring organizations fostering diversity & inclusion across international borders.

TECH INCLUSION AWARD

Honouring businesses that have taken significant strides in bridging the gender gap in tech and digital roles.

PARTNERSHIP FOR PROGRESS AWARD

Highlighting organizations fostering partnerships for gender equality across ecosystems.

ADVANCING WOMEN IN DIGITAL TRANSFORMATION AWARD

Celebrating organizations leading efforts to equip women with the tools and knowledge for a tech-driven future.

CATALYST FOR CHANGE AWARD

Highlighting transformative programs or strategies that create systemic shifts in gender equity.

HERTECH DIGITAL

Honouring businesses that have taken significant strides in bridging the gender gap in tech and digital roles.

PARTNERSHIP FOR PROGRESS AWARD

Highlighting organizations fostering partnerships for gender equality across ecosystems.

GUESTS OF HONOUR



Jiang Zaidong
Ambassador of China



**Ms. Marilina
Armellin**
Ambassador of Italy



Elenie Porichi
Ambassador of Greece



**Ms. Kristin
Howkins**
Ambassador of Greece

SPEAKERS TENTATIVE 2025



Aamir Ibrahim
CEO Jazz



Muzzaffar Hayat Piracha
CEO Air Link



Dr. Faisal Hashmi
Senior Director Coca-Cola Pakistan
& Afghanistan Region



Sadia Irfan
Director HR - Fatima Group



Mohammad Khosa
CEO of PepsiCo Pakistan & Afghanistan



Salim Ghauri
CEO Netsol



Syed Samad Zaheer
President Nippon Paint (Pakistan)



Hajra Omer
Head of Human Resources
At Nestle Pakistan



Fatima Asad Said
CEO Abacus

SPEAKERS TENTATIVE 2025



Mian Shahzad Khalid
Director Marketing & Communications at
United Industries Limited



Ammara Batool
Head of Business Development
JazzCash



Khurram Javed
Chief Commercial Officer
Fauji Foods Limited



Asad Ali
Head HR at Habib Metro Bank



**Anoosh Masood
Chaudhry**
SSP Motor Transport Punjab Police Pakistan



**Anne Sophie
Francais**
Cultural Officer at Alliance Française



Olivier Francais
Cluster General Manager
Avari Group North Region



Rehana Rajput
Country Head of Pakistan
Marina Home Interiors

PREVIOUS SPEAKERS



Ms Kristin Hawkins
Current US Consul General



Ms. Kathleen Gibilisco
Former US Consul General



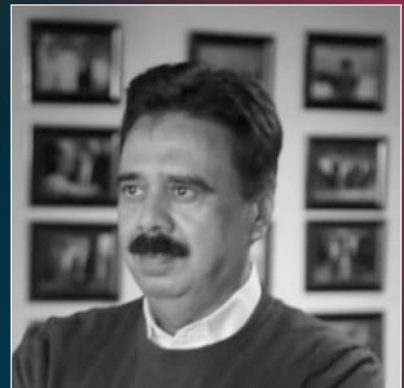
Ms Nicole Guihot
Australian Deputy High Commissioner



Kamran Z. Rizvi
Co-Founder - Carnelian & SoL



Justice Nasira Javed Iqbal
Ex Justice - Lahore High Court



Salim Ghauri
CEO - Netsol Technologies



Sadia Irfan
Director HR - Fatima Group



Hasan Adnan
Field Sales Director - CCI



Rabel Sadozai
Director Marketing - Fatima Group

PREVIOUS SPEAKERS



Shoaib Baig
CHRO - PTCL



Hajra Omer
Head of HR - Nestle Pakistan



Shahzad Khalid
Director Marketing - United Industries



Fatima Asad Said
CEO & Board Member - Abacus



Zeeshan Hasib Baig
Country General Manager - Syngenta



Nida Tinauli
Group Vice President - PTCL



Adeel Anwar
Head of HR New Business- Fatima Group



Sam Dada
Advisor - Ministry of Human Rights

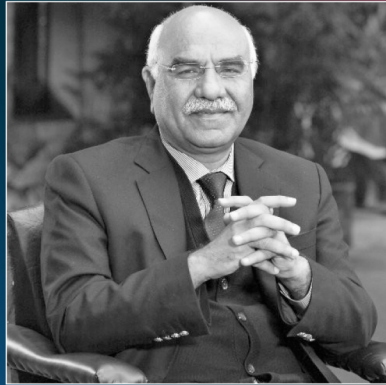


Dr. Sohail Chughtai
CEO - Chughtai Lab

PREVIOUS SPEAKERS



Ammara Batool
Head of Business - Jazz



Dr. Amjad Saqib
Founder & Chairman - Akhuwat



Saira Khan
CHRO - Interloop Limited



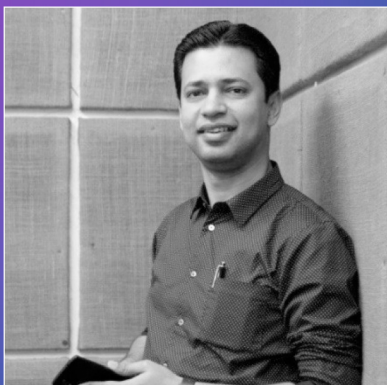
Suhail Warraich
Pakistani Journalist , TV host ,
Analyst - GEO



Zainab Hassan
Director - LOGO



Syed Waqas Azhar
Director Marketing - Food Panda



Badar Khushnood
Co-Founder - Fishry



Khurram Javaid
CCO - Fauji Foods Limited



Saquib Ahmad
Country Managing Director - SAP

PREVIOUS SPEAKERS



Mussarat Misbah
CEO & Founder - Depilex



Asim Pasha
Head Program Design & HR - PSDF



Arshia Ahmad Saaqib
Chief HR Officer - Descon



Naveed Baig
S.M.M.- Sana Safinaz



Ali Ahmad Khan
Chief Operating Officer at Beaconhouse Group

PROUD PATRONS



OUR PROUD PARTNERS



Servis

NDURE

ENGINE



L O G O

SANA SAFINAZ

Primehr®

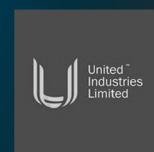


METRO



INSIGNIA

FISHRY



CORPORATE TABLE

Corporate Table

180,000 + Tax

- Shout out
- SMD Screen
- Table talker



TICKET FEE FOR INDIVIDUAL MEMBER

Per Individual

25,000 + Tax



MARCH FORWARD

ACCELERATE | INNOVATE | LEAD

#BETHECHANGE

TERMS & CONSITIONS

- Registration will be confirmed on advance payment

PARTNERSHIP OPPORTUNITY

TITLE*

3.5 MILLION

PLATINUM*

2.5 MILLION

- 3 Designated tables
- Flyer placement on attendees table
- 5-8 minute dedicated sponsor spot on stage
- 5x10 dedicated branding cutout near the stage
- Sponsorship Announcement Animation
- Sponsorship Announcement Post
- Logo Placement on printed and digital media
- Shoutout for 4 weeks on all digital platforms

- Play promotional video on SMD
- Key note Speaking Slot
- Kiosk Space/Exhibit Space
- Pre and Post event branding
- Standee Placement
- Promotional media during the event
- Exclusive Photo Booth
- Recognition Plaque on stage

DIAMOND*

2 MILLION

- 2 Designated tables
- 3-5 minute dedicated sponsor spot on stage
- Sponsorship Announcement Animation
- Sponsorship Announcement Post
- Logo Placement on printed and digital media
- Play promotional video on SMD
- Key note Speaking Slot
- Kiosk Space/Exhibit Space

- Pre and Post event branding
- Standee Placement
- Promotional media during the event
- Exclusive Photo Booth
- Recognition Plaque on stage
- Shoutout for 3 weeks on all digital platforms

GOLD*

1.5 MILLION

- 1 Designated Table
- Sponsorship announcement post
- Logo placement on printed and digital media
- Play promotional video on SMD
- Promotional Digital Content
- Key note Speaking Slot
- Kiosk Space/Exhibit space
- Pre and past event branding

- Standee Placement
- Promotional media during the event
- Exclusive Photo Booth
- Recognition plaque on stage
- Shoutout for 2 weeks on all digital platforms

CORPORATE

1 MILLION

WHAT WE'LL EXPLORE TOGETHER

EMPOWERING PARTNERSHIPS:

Building strong ecosystems to support inclusion from the start.

MEN AS STAKEHOLDERS:

Emphasizing the importance of male inclusion in conversations around gender equity.

HER STORY MEETS HIS STORY:

Highlighting male contributions to breaking taboos and fostering inclusivity.

INCLUSIVITY BEYOND GENDERS:

Including transgender communities and addressing societal taboos.

PARTNERSHIPS AT EVERY LEVEL:

From family units to large-scale collaborations, emphasizing collective progress.

ECOSYSTEM & CAPACITY:

Discussing how partnerships can drive societal enablement and individual growth.

SOCIETAL ENABLEMENT:

Exploring the role of families, supportive partnerships, and power couples in empowering women.

HUMAN ENERGY:

Ensuring that every individual's potential is utilized effectively.

CONFIDENCE AND VOCATIONAL SUPPORT:

Equipping individuals with tools to thrive.

Every voice matters, and every partnership builds a stronger, more inclusive orchestra of life.

BE PART OF THE MOVEMENT

Don't miss this opportunity to connect with changemakers, industry leaders, and visionaries shaping the future of equity and inclusion.
Together, let's March Forward into 2025

contact us at
connect@shemattersofficial.com



#SHEMATTERS

ADD YOUR VOICE TO THE ORCHESTRA OF LIFE