

2014 THE EUROPEAN  
The Year of EMPLOYERS' FORUM  
Workplace FOR WORK-LIFE BALANCE  
Reinvention

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9 September 2014 - Säätytalo, Helsinki, Finland

## Programme

**Live streaming:** [www.coface-eu.org/en/Events/Employers-Forum-Work-Life-Balance](http://www.coface-eu.org/en/Events/Employers-Forum-Work-Life-Balance)

**Message wall:** <http://mwall.mobi/mobile/eefwlb>

Participants can join the conversation by using the hashtag **#EEFWLB**  
and also **#employersforum** **#worklifebalance** **#familyfriendly**

### Monday 8 September 2014

13:00 – 16:00 Pre-conference at Väestöliitto  
18:00 – 20:00 Get-together Party at Väestöliitto

### Tuesday 9 September 2014

08:30 – 09:00 Registration of participants and welcome coffee

09:00 – 10:00 **Opening session, introduction and welcome**  
**Maria Kaisa Aula**, Chair, Väestöliitto  
**Laura Rätty**, Minister of Social Welfare and Health, Finland  
**Annemie Drieskens**, President, COFACE  
Moderator: **Helena Hiila-O'Brien**, Managing Director, Väestöliitto

10:00 – 10:30 **Academic Key-Note speech**  
**Work-Life balance, the Agency & Capabilities Gap**  
**Barbara Hobson**, Professor, Stockholm University

- 10:30 – 11:30 **Session 1 - The Bigger Picture**  
**Matti Vanhanen**, Managing Director, The Finnish Family Firms Association  
**János Vértes**, Vice-President UEAPME (European Association of Craft, Small and Medium-sized Enterprises), Member of the EESC Employers' Group  
**Claudia Menne**, Confederal Secretary of ETUC (European Trade Union Confederation)  
Moderator: **Anna Rotkirch**, Director, Population Research Institute, Väestöliitto
- 12:00 – 13:15 Lunch
- 13:15 – 13:30 **Session 2 – The Business Case for Work-Life Balance**  
**The business-case for family friendly work**  
**Anand Shukla**, Chief Executive at the Family and Childcare Trust
- 13:30 – 14:45 **Anna Kokko**, Leading Specialist, Väestöliitto, Finland  
**Sirpa Huuskonen**, HR Director, ISS Services Finland  
**Alison Maitland**, Business Author  
Moderator: **Zoltan Vadkerti**, Advocacy Officer, COFACE
- 14:45 – 15:15 Coffee break
- 15:15 – 15:30 **Session 3 – From Theory to Practice**  
**Effective interventions for improving work-life balance at workplaces**  
**Salla Toppinen-Tanner**, Work and family life, Programme coordinator, Finnish Institute of Occupational Health
- 15:30 – 16:45 **Antje Leist**, Chief Executive Officer, Strategy, Marketing and Product Development, Audit Beruf und Familie  
**Christel Verhas**, Director for Family Policy and Socio-Cultural Activities, Gezinsbond, Belgium  
**Sissi Potzinger**, City Councillor, City of Graz, Austria  
**Kara McGann**, Senior Policy Executive, IBEC (Irish Business and Employers Confederation), Ireland  
Moderator: **Antonia Torrens**, President, KMOP
- 16:45 – 17:30 **Closing of the Conference**  
**Robert Anderson**, Head of Living Conditions and Quality of Life Unit, Eurofound  
**Ágnes Uhereczky**, Director, COFACE  
**Helena Hiila-O'Brien**, Managing Director, Väestöliitto