Messagewall:  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 Räty, 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

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

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