

FEMPOWER - Female Empowerment Leaders of the Future



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Leaders of the Future

Speaker Guidelines

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What is the project about?

The FEMPOWER consortium ([PEN Worldwide](#), [Fundació Inform](#), [ACTIF](#), [VIKO](#), [Tryangle](#)) develops a **Female Leadership and Empowerment Mini-Course Programme** through which young participants, especially female Practice Enterprise trainees, are more likely to emerge as leaders and understand the realities of the labor market and better adapt to new trends in the recruitment process.

A **Practice Enterprise** (PE) is a trainee-run company that operates like a real business. It simulates a real enterprise's business procedures, products and services. A Practice Enterprise resembles a real company in its form, organization and function. Under the guidance of a trainer or coach and business mentors, students and trainees create their Practice Enterprises.

Key Objective: develop and reinforce female leadership skills and empower young women within the innovative work-based learning environment of the Practice Enterprise.

Secondary Objective: implement elements into the PE programme to address gender stereotype expectations and raise awareness of gender-based discrimination in the labor market.

What, Who and How?

Target Audience: Trainees and youth, focusing on female participants

Duration: ca. 20 mins for the whole Mini-Course, 1-5 mins per part

Language: English (where needed national languages with English subtitles), gender neutral language

Presentation Type: Video, Interview, Podcast

Tool Suggestions: [ZOOM](#), [Canva](#), [Loom](#)

Ideas to hook your Mini-Course Audience:

Focus on a specific idea	To make your content stand out, it's important to hook your audience with something unusual, creative, or new. For example: Surprising statistics or facts, personal stories, relatable stories, unique perspectives incl. visual content such as images, videos, or infographics
Inspire by sharing successes, failures & challenges	A great way for experienced, successful individuals is to share one's own successes, failures, challenges, and lessons learnt. The initial successes, failures, challenges, highlights, and key moments that shaped your journey can provide role model inspiration.
Share your lessons learned in own career path	<i>Continuous learning is essential:</i> The world is constantly evolving, and it's crucial to keep up with the latest developments and trends. <i>Practice patience:</i> Success doesn't happen overnight. <i>Embrace failure:</i> Failure is a natural part of the learning process. <i>Collaboration is key:</i> No one achieves success alone.
Show participants the value of your focus topic	To effectively show participants the value of the topics you are discussing, consider the following steps: a. Clearly define the relevance & set objectives; b. Provide real-world examples; c. Show potential benefits; d. Address specific needs and challenges

Technical Tips & Checks for Recording (Audio/Video)

Tips & Suggestions		✓
Light	Choose a location with good lighting (with natural light or a well-lit studio).	
Camera	Use a high-quality camera: A good camera will ensure that your video is of high quality. You can use a DSLR camera, a smartphone camera or a webcam depending on what you have access to.	
Background	Visual details: common simple background, portrait, adjust the light (avoid filming against the window, avoid direct light,) avoid distance between object and camera (online examples to look at).	
Video Format	Horizontal format which is commonly referred to as landscape orientation. In this format, the width of the video is greater than its height, resulting in a wide view.	
Microphone	The quality of the audio is just as important as the quality of the video. Use an external microphone to ensure that the sound is clear and crisp.	
Clarity	You should speak clearly, loud enough for the microphone to capture your voice and your speech rate should be neither too fast nor too slow.	
Background Noise	Please make sure to avoid all kinds of background noise as it is distractive and takes the attention away from your content.	
Length	1 - 5 minutes recording (e.g. TED Style)	
Recording	Suggested Tools: Loom, Video Conferencing platforms like Zoom, Teams, Google Meet, etc.	
Multiple Takes	Record multiple takes: To ensure that you have a good video, record multiple takes. This will give you more options to choose from during the editing process. Allow ca. 3 seconds at the start and end of each recording to simplify editing.	
Edit	Edit the video to remove any unwanted parts and improve the overall quality. It is very easy to trim the video on Loom or Zoom directly.	
Test	Test the recording and sound: Before starting the recording (visual and sound) and at the end, test the sound to ensure that everything is working as expected. Ensure that your voice is clearly understandable and there is no disturbing noise.	
Consent	Please make sure you agree to the publication consent and sign it for us to be able to make use of your video.	
Place	The publication channel where the content with your permission will be placed is YouTube and the Project Website.	

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Project 101049598-FEMPOWER-ERASMUS-YOUTH-2021-PCOOP-ENGO