



AWCDH PARALLEL EVENT AT THE NGO CSW67 FORUM

“WOMEN, FAMILIES, CAREERS – DIGITALIZATION IN SERVICE OF WORK-LIFE BALANCE”

in cooperation with the Family-Friendly Hungary Centre

Date: March 16, 2023, 8:30 – 10:00 AM EDT • Venue: Church Center for the United Nations (CCUN) 8th Floor

PRESS RELEASE

Update - March 20, 2023

**The Association for Women's Career Development in Hungary (AWCDH)
organized the in person**

Parallel Event at the CSW67 NGO FORUM

titled

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<https://ngocsw67forum.events.whova.com/Agenda/2866397>

Further information and photos:

<http://womenscareer.org>

The CSW67 (2023)

Innovation and technological change

Progress toward gender equality

<https://www.unwomen.org/en/csw/csw67-2023>

The 67th session of the Commission on the Status of Women took place from 6 to 17 March 2023. Representatives of Member States, UN entities, and ECOSOC-accredited non-governmental organizations (NGOs) from all regions of the world were invited to contribute to the session.

Priority theme: Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls.

Review theme: Challenges and opportunities in achieving gender equality and the empowerment of rural women and girls (agreed conclusions of the sixty-second session)

Closing Statement:

<https://www.unwomen.org/en/news-stories/statement/2023/03/csw67-closing-statement-game-changing-agreed-conclusions-for-a-more-equal-and-connected-world-for-women-and-girls>

About the Association for Women's Career Development in Hungary (AWCDH)

The AWCDH celebrating its 20th anniversary this year aims to promote women's employment while balancing the needs of family life. To this end it is essential that we foster a dialogue between the legislative, the governmental, the corporate and non-profit spheres and higher education, in cooperation with international experts and NGOs on UN and EU levels.

AWCDH was the first Hungarian NGO to be awarded the “Special consultative status with UN-ECOSOC” in 2009. This recognition makes our cooperation in the field of European relations and global issues such as women's equality, women's empowerment, women's rights, women in STEM and ICT as well as sustainability and demographic change more effective than ever.

Organizer: Association for Women's Career Development in Hungary

H-1118 Budapest, Ugron Gábor u. 28. • Mobile: +36 30 982 7093

Email: ferenczi@womenscareer.org • www.womenscareer.org

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About the Family-Friendly Hungary Centre

The Family-Friendly Hungary Centre is a background institution of the family policy sector. Its main task is to support Hungarian families throughout their entire life cycle.

As a non-profit public benefit organization, the centre contributes to improving the demographic trends in Hungary through its activities. It carries out training and awareness raising activities in an effort to provide assistance for families and older people, as well as promoting equal opportunities for women. The organization is dedicated to helping people create a healthy work-life balance, and does so through engaging with families, professional organizations, and employers. To this end, it developed and operates the “Family-Friendly Place” trademark system and runs projects that provide professional support for creches. Moreover, the organisation develops and implements priority projects to support Hungarian families, and operates the National Crisis Management and Information Telephone Service for victims of domestic violence.

AWCDH Parallel Event at the NGO CSW67 Forum

Because of the pandemic in 2021 and 2022 we organized our parallel events at the NGO CSW Virtual Forums and as a positive benefit of the coronavirus, we have learned how advances in technology can bring people closer in the world and how we can provide wider international reach.

Nevertheless, we have been missing personal relations and after several years of omission, we were grateful and proud that we have been given the opportunity to organize our parallel event in person in 2023 in the theme "WOMEN, FAMILIES, CAREERS - DIGITALIZATION IN SERVICE OF WORK-LIFE BALANCE" which thanks to the organizers has been included in the NGO CSW67 Agenda:

Our goal was to deliver presentations including good Hungarian examples on the topic of Women, Family and Career - Digitalization in the Service of Work-Life Balance. We are pleased that - when participating in the CSW 67 UN event - we could also maintain and develop our international network and to acquire new knowledge and international good practices in the field of education in the digital age for achieving gender equality, the empowerment of all women and girls as well as work-life balance in order to utilize them in Hungary and in the Visegrad countries.

With our event, we fostered confident and critical collective thinking about digital technologies. The responsible use of digital devices is essential for learning, work, social participation, and indeed, almost all areas of life.

We have assembled our program in harmony with the CSW67 priority theme in the topic "Women, Family and Career - Digitalization in the Service of Work-Life Balance".

In this context, we showed that in the case of women and families, the digital environment affects all processes and rearranges the roles of women, families and employers, and also promotes faster and more efficient development, for which we provided good examples from the corporate, educational and civil spheres.

We would like to thank HE Dr. Zsuzsanna Horváth, Ambassador, Permanent Representative of Hungary to the United Nations who has accepted our invitation to be the main patron of our event and to give the opening address.

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Our Speakers:

Ms Andrea Ferenczi, President, AWCDH, Chair
“A Hungarian Women’s Organization in the World 2003-2023”

Dr. Ágnes Szuromi-Kovács, Executive Director, Family-Friendly Hungary Centre
“Digitalization from a Family-Friendly Perspective”

Ms Kitti Dobi, Chief Human Resources Officer – CHRO, MKB Bank – Hungarian Bankholding
“Employee Lifecycle Programs from a Generation Diversity Perspective”

Prof. Dr. Márta Konczos Szombathelyi, Széchenyi István University, Győr, Hungary
*“The Successful Female Employee of the Future.
What Does the Labor Market Expect?
Women’s Talent Management.”*

Ms Lynn Gardner Heffron, Co-President, American Association of University Women New Mexico
“Empowering Girls in the Digital Age”

Dr. Susan B. Somers, JD, President, INPEA-International Network for the Prevention of Elder Abuse
“Digital Inclusion of Older Women, It Is a Matter of Rights”

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SPEAKERS



Ms. Andrea Ferenczi, President of the Association for Women's Career Development in Hungary (AWCDH), Organizer, Chair

Email: ferenczi@womenscareer.org

Andrea Ferenczi has 30 years of experience in the fields of women's empowerment and career development, including helping women attain leading positions by the implementation of Western (incl. American and European) models within a Hungarian cultural framework.

She is an entrepreneur and founder president of the Association for Women's Career Development in Hungary (AWCDH). The AWCDH founded in 2003 is by

now a leading professional Hungarian non-governmental organization with over 70 members which has been accredited as the first Hungarian consultative NGO to the UN-ECOSOC from 2009.

(More information: www.womenscareer.org.)

Andrea's aim is to help promote women's employment including women over 60, to foster a dialogue between the legislature, the government, the academia, the corporate and non-profit spheres, and the media, in cooperation with NGOs both on the national, cross-border and international level.

She has been successfully lobbying for women's career and work-life balance issues for all ages at local, EU and UN level in recent 20 years.

She has organized nearly 50 international conferences, initiated the “Best Workplace for Women Competition and Award” in 2007, the “Women's Career for a Lifetime” program in 2009.

On behalf of the AWCDH she was project manager of two “Visegrad Women” projects in 2020-2022 and two EU Adult Learning projects between 2013-2018.

Currently she is MC member in two COST Actions:

COST Action No. CA21107 “DIGI-net - Work inequalities in later life redefined by digitalization” (2022-2026)

COST Action No. CA19136 “NET4AGE-FRIENDLY” - International Interdisciplinary Network on Health and Wellbeing in an Age-friendly Digital World (2020-2024)

and Project manager of the “Women, Families, Careers - Digital solutions in adult learning” Erasmus+ KA210-ADU-Small-scale partnership (2023-2024) coordinated by the Family Friendly Hungary Centre.

Andrea graduated from the Foreign Trade College in Budapest, she is fluent in English and German.

1991-1995 she gained professional and practical experience in PR and HR within the framework of US training programs. Andrea Ferenczi is founder MD of PRenergia Ltd. In this capacity she provides PR and HR consultancy to her clients.



Dr. Ágnes Szuromi-Kovács, Executive Director, Family-Friendly Hungary Centre

Economist, lawyer, mother of four children.

Email: szuromi.k.agnes@csalad.hu

She began her professional career in the banking sector. After a few years at CITIBANK as a customer relationship manager and later as a deputy head of department, she worked for the DEUTSCHE BANK Hungary team for almost 10 years as a sales director and board member.

Building on her professional knowledge and experience, she worked as the managing director of Pénziránytű Alapítvány (Money Compass Foundation) where it became her mission to promote and deepen financial awareness. In 2019, as a recognition of her work in developing financial culture, she received the Pénz7 Ambassador of Financial Culture Award.

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She remains committed to developing financial awareness and, where possible, helps in this socially important matter.

During her time in the financial sector, she became increasingly interested in the issue of families, since as a mother of a large family herself, she was not only aware of the great strength a family can provide, but also of the challenges and struggles that it entails. As a mother, and as a woman working in a leadership position, she was constantly practicing the management of her physical and mental energies, her time and balancing family life and work.

As a result of all this, she decided to direct her attention and knowledge towards supporting families. Since August 2020, she has been working as the executive director of the Family-Friendly Hungary Centre, where one of the most important tasks is to directly help families via the sharing of knowledge, in other words, spreading knowledge about creating homes, raising children, learning, healthy living and strengthening commitment to family life.



Ms Kitti Dobi, Chief Human Resources Officer - CHRO, MKB Bank - Hungarian Bankholding, Hungary

Email: dobikitti@mkb.hu

Kitti graduated from the corporate finance programme of the Budapest University of Economics.

She started her career as regional manager at Procter & Gamble, overseeing all talent practices, including recruitment, diversity, and L&D. Between 2008 and 2010, Kitti established Vodafone's international operations centre in Hungary, then held the position of manager responsible for HR processes.

From 2010 to 2014, she acted as HR Director of the European and African service centres of BP, awarded with the “Best SSC in Europe” recognition.

Between 2014 and 2016, Kitti was Principal Client Services Manager for Eastern Europe of Alexander Mann Solutions for their GE account.

In 2016 she returned to corporate HR as the managing director of HR for MKB Bank, and in 2021 became Chief HR Officer of MKB Bank – Hungarian Bankholding, which is now leading the merger of the 3 financial institutions in Hungary.

Kitti Dobi has been awarded several HR prizes to date, including the most recent “Family-friendly workplace”, “Best workplace for women” and “Most outstanding internship program”. In 2022 she was recognised as “HR Leader of the Year” in Hungary.

Kitti holds an international OPP MBTI coaching qualification from Oxford. She took part in Cornell University's Senior HR Management course, and further developed her skills in HR and leadership in Cincinnati, US and Geneva, Switzerland. She is an alumni of Harvard Business Executive Education School and Michigan Ross School of Business Executive Education.

Kitti Dobi currently holds several key functions, including member of the Diversity Charter Advisory Board of Hungarian Business Leaders' Forum.

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**Prof Dr Márta Konczosné Szombathelyi PhD habil,
Széchenyi István University, Győr**
Email: kszm@sze.hu

Márta Konczosné Szombathelyi Prof Dr has been working for the Széchenyi István University since 2004. She is working as full professor of the Department of Leadership and Marketing. Her PhD dissertation – “The linguistic and cultural infrastructure of capital investment in Hungary” – was defended in 2006. She has done her habilitation in 2013 in the Economic and Management Sciences, on the field of strategic communication. She was appointed university professor in 2018.

Among her teaching and researching portfolio there are communication, management competencies, soft skills and leadership essentials, gender management, talent management, generation management, family businesses, developing entrepreneurial skills of students supported by the Chamber of Commerce and Industry.

Founder, leader and organizer of HR and PR club (since 2006) and a founder member of the Club of Women entrepreneurs (since 2016) of local Chamber of Commerce and Industry – as voluntary work. She serves the University's talent management goals as Chair of Scientific Student Association, as chair of Talent Management Committee and as chair of the Doctoral Program in Business Administration Sciences. Since 2019 she is the chair of the Working Committee on Communication Management which operates within the framework of the Hungarian Scientific Academy.

She has a wide variety of international experiences, such as international conferences' participant, visiting lecturer and Erasmus exchange lecturer, leader or member of international research programs. She has a good working relationship with the Association for Women's Career Development in Hungary, such as coordinator of the winning application for the “Best workplace for women” award on behalf of the university (November 2018), and as keynote speaker at several international conferences of the AWCDH: “Be the change project” (October 2018), “Women, Families, Careers – a Civil Society Forum in the V4 Spirit” (August 2020), “Women in Democracy for 30 Years, Central-Eastern European experiences and best practices in the Beijing Spirit” (Virtual Parallel Event at CSW65 in March 2021). She delivered her presentation at the Partner meeting (December 2022), organized by the AWCDH.



**Lynn Gardner Heffron, Co-President, American Association of University
Women New Mexico**
Email: lqheffron@gmail.com

Lynn Gardner Heffron is co-president of the American Association of University Women, New Mexico, AAUW NM, which is part of the national AAUW organization headquartered in Washington, D.C. AAUW has advocated for equality for women and girls since 1881. AAUW advances gender equity through research, education, and advocacy. Lynn also serves on the Board of AAUW Tech Trek NM, which conducts a week-long STEM summer camp for upcoming 8th grade girls. Lynn is an

adjunct professor and learning specialist for the Institute of American Indian Art, IAIA, in Santa Fe NM and a tutoring specialist for the public schools there. She co-founded and served as President of Diversity Spectrum, DS, a Washington DC based corporation that championed the rights of women and minorities in the corporate, educational, governmental, and private sectors. DS also represented them in US trade missions to Spain and Lithuania. DS conducted investigations and provided training on many workplace issues including sexual harassment. DS also served as an advisor to Georgetown University's International Executive MBA and Spain's ESADE business programs in Bangalore, India. Lynn has spoken on diversity and inclusion subjects to several organizations including the US Coast Guard, National Guard, Conference Board, World Bank, and the US Department of Homeland Security. In 2009, the Association for Women's Career Development Hungary awarded Lynn for advancing the rights of women in the workplace in the United States.

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In 2011 President Barak Obama honored Lynn with the President's Volunteer Award for making the International Children's Art Festival a success. Lynn served as Vice-President of The Public Affairs Group where she focused on the development of Diversity Best Practices, a membership-based organization of Fortune 500 and not-for-profit companies. Lynn co-authored The Diversity Primer and served as Vice-President of Business Development for Athenium Inc. which specialized in collaborative communications, eLearning, and 21st century instructional strategies. As an Engineering Project Director at Lockheed, she pioneered the visionary “Engineering Office of the Future” for which she received multiple awards in excellence and leadership. Simultaneously, she was Vice-President of Professional Development for the Lockheed Management Association, where she initiated “Think Tank” seminars for Lockheed Vice-Presidents and managed training programs for over six thousand members. Lynn is a seasoned educator who has served as adjunct professor of English to international students at the University of California, Santa Barbara, and Santa Barbara City College. She holds an M.B.A. from Pepperdine University, an M.A. in Drama from Catholic University and a B.A. in English, Drama & Speech in Secondary Education from Longwood University.



Dr. Susan B. Somers, JD, President, INPEA-International Network for the Prevention of Elder Abuse

Email: sbsomers5@aol.com

Ms. Somers earned a Law Degree in 1984 from Albany Law School, Albany NY, and holds a Certificate of Gerontology Studies. For two decades her practice areas concentrated on Civil Rights, Family and Elder Law Issues, i.e. Advanced Directives, Financial Exploitation and Elder Abuse Prevention and Prosecution. She served as Assist. Deputy Attorney General for the State of New York, Consumer Frauds Bureau and Elder Protection Unit. She has expertise in Financial Exploitation of the Elderly and has developed and delivered numerous trainings to Financial Institutions, Law Enforcement, and Older Persons themselves. She also served as State Director of the NYS OCFS Bureau of Adult Services. She is currently President of the International Network for the Prevention of Elder Abuse, (INPEA), an International NGO with special consultative status at the UN, which launched the first World Elder Abuse Awareness Day (WEAAD) on June 15, 2006. Her focus is on promoting older person's human rights to end abuse, neglect and violence globally, through advocacy with UN Member States and International NGO's. She has an interest in addressing harmful cultural and traditional practices and raising awareness relative to supporting older persons capacity to remain autonomous and independent. Within the NGO Comm. on Ageing, NY, she Co-chairs the Sub- committee on Elder Abuse and Older Women and the Sub-committee to Promote a New Convention on the Human Rights of Older Persons. The Sub-committee strives to support NGO's effective involvement in the UN Open Ended Working Group on Ageing.

Get in touch with

Mrs. Andrea Ferenczi, President
Association for Women's Career Development in Hungary
ferenczi@womenscareer.org
Mobile: +36309827093
www.womenscareer.org