

Press Release

From “fake news” to “corporate media responsibility”

EWMD International Conference 2017

Wiesbaden, October 2017 – It is a cutting-edge issue: How do new media influence our minds and actions? Are democratic values at stake? Is it all about faster, higher, farther, and less about profound, focused, and true? More than 150 female managers addressed these topics during this year’s international conference of EWMD, the European network for leading women in business, in Ingelheim/Germany.

Host Boehringer Ingelheim is a corporate member with EWMD and attaches great importance to the subject matter. „We consider it our responsibility to raise our employees’ awareness and to qualify them for an open and responsible use of digital media. As a company, it is in our hands how we channel our marketing budgets and whether we value quality content or just click rates”, said Simone Menne, Member of the Board of Managing Directors with responsibility for Finance at Boehringer Ingelheim. The international conference gave the participants ample opportunity to engage in dialogue with top-class experts from business and media as well as from academia.

Eva-Maria Bauch, CEO of Gruner+Jahr Digital Products, highlighted in her key note how an innovative media house turns traditional print magazines into multimedia platforms these days. Whether it is audio-based contents, collaboration with influencers or chatbots and artificial intelligence – the only way to learn if an idea works is, according to the expert: innovate and test, repeatedly. In light of Facebook & Co., Marco Maas shifted the focus to another crucial question: How can journalists still reach their target audiences with appropriate contents? Catering

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contents according to the audiences' context is key, the data journalist and media entrepreneur is firmly convinced. For instance, short news for breakfast, a podcast or a long read for the commute and a video in the evening. If the contents matches the context, quality journalism will always remain in demand, says Maas.

In different workshops, the participants from all around the world engaged in discussions on HR in recruiting, the image of women in new media, challenges for corporate media relations as well as the increasing importance of visual communication.

Throughout the conference, several young start-up-projects presented their innovative ideas to the audience "Wingcopter" is a fully autonomous drone, designed for example to carry blood reserves. The mobile application "Anderwaerts" playfully connects grandchildren and grandparents. The project "best practice price" reveals the real cost of different items, for example farm produce or garments, if produced sustainably and traded fairly.

Despite all diversity, one recurring aspect of the rich and lively discourse was everyone's own responsibility towards communication: "Each individual needs to choose on a daily basis which information sources to tap and how to communicate with others", Nadin Meloth, international co-president EWMD, concludes. "These options should be used consciously in order to avoid being stuck in a filter bubble only confirming one's own views or even leading to segregation."



Image Preview:



Info: Simone Menne, member of the Board of Managing Directors at Boehringer Ingelheim
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Info: EWMD International Conference 2017
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For high-resolution pictures, please visit <https://www.accente.de/downloadbereich/ewmd-intconf/>

About EWMD:

European Women's Management Development International Network (EWMD) is an international network founded in 1984 by a group of European women with support from EFMD (the European Foundation for Management Development) in Brussels. Its major goals are to increase the visibility and participation of qualified women in leading positions in all kinds of organisations, to raise quality levels in management, to enrich management culture through more women and greater diversity, to contribute actively to political discussions and to support relevant international scientific research. EWMD has almost 900 individual and corporate members in 14 countries in Europe and beyond, with active members in more than 40 European cities. EWMD activities include networking events, regional themed evenings, national and international conferences and learning journeys. Most activities are open to guests as well as members.

About Boehringer Ingelheim:

Innovative medicines for people and animals have for more than 130 years been what the research-driven pharmaceutical company Boehringer Ingelheim stands for. Boehringer Ingelheim is one of the pharmaceutical industry's top 20 companies and to this day remains family-owned. Day by day, some 50,000 employees create value through innovation for the three business areas human pharmaceuticals, animal health and biopharmaceutical contract manufacturing. In 2016, Boehringer Ingelheim achieved net sales of around 15.9 billion euros. With more than three billion euros, R&D expenditure corresponds to 19.6 per cent of net sales.

Social responsibility comes naturally to Boehringer Ingelheim. That is why the company is involved in social projects such as the "Making More Health" initiative. Boehringer Ingelheim also actively promotes workforce diversity and benefits from its employees' different experiences and skills. Furthermore, the focus is on environmental protection and sustainability in everything the company does.

More information about Boehringer Ingelheim can be found on www.boehringer-ingelheim.com or in our annual report: <http://annualreport.boehringer-ingelheim.com>.



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