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**Booster Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities**

organized by
the World Intellectual Property Organization (WIPO)

**Geneva (virtual), Switzerland, November 2 to 4, 2022**

PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, November 2, 2022

15.00 – 15.15 **Welcome**

Ms. Daphne Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.15 – 15.30 **Program Overview and Introduction to the Day’s Topics**

Ms. Daphne Zografos Johnsson

Ms. Nabanji Nebwe, Young Professional, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.30 – 16.20 **Strategy for Communication, Networking and Cooperation – Part one**

Speaker: Mr. John Zimmer, International Speaker, Geneva

16.20 – 16.30 Break

16.30 – 18.00 **Strategy for Communication, Networking and Cooperation – Part two**

Speaker: Mr. John Zimmer, International Speaker, Geneva

Thursday, November 3, 2022

15.00 – 15.10 **Introduction to the Day’s Topics**

Ms. Daphne Zografos Johnsson

15.10 – 16.00 **The Management and Commercialization of Intellectual Property**

Speakers: Ms. Allison Mages, Head, IP Commercialization Section, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO, Geneva

Ms. Margherita Marini, IP Commercialization Specialist, IP Commercialization Section, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO, Geneva

16.00 – 16.10 Break

16.10 – 17.30 **Business Planning and Project Management for
Start-ups**

Speaker: Mr. Matthew Fielding, Senior Programme Manager and Interim Head of the Project Communications Unit, Stockholm Environment Institute, Sweden

17.30 – 18.00 **Practical and Strategic Steps on Building a Useful Network**

Presenter: Ms. Charlotte Kazoora, Founder and CEO of SCECK Consult, and managing Director of Tourism Inclusion for All (TIFA), Kampala, Uganda

Friday, November 4, 2022

15.00 – 15.10 **Introduction to the Day’s Topics**

Ms. Nabanji Nebwe

15.10 – 15.40 **Protecting Business Interests when Working with Partners**

Speaker: Ms. Marion Heathcote, Principal, Davies Collison Cave Pty, Sydney, Australia

15.40 – 16.40 **Building a Social Media Strategy**

Speaker: Ms. Melinda Kohler Grof, Consultant, WIPO, Geneva

16.40 – 16.50 Break

16.50 – 17.20 **Building a Social Media Strategy (part two)**

Speaker: Ms. Melinda Kohler Grof

17.20 – 17.50 **Ethics and the Commercialization of Traditional Knowledge and Traditional Cultural Expressions**

Presenters: Ms. Shannon Monk, Indigenous Peoples Mi’kmaw Cultural Tourism Project Manager, Kwilmu’kw Maw-klusuaqn Negotiation Office, East Petpeswick, Nova Scotia, Canada

Ms. Lucia Fernanda Inácio Belfort Sales, Indigenous People Kaingáng, Lawyer, Brazilian Indigenous Institute for Intellectual Property and Institute Kaingáng, Ronda Alta, Rio Grande do Sul, Brazil.

17.50 – 18.00 **Conclusion and the Way Forward**

Ms. Daphne Zografos Johnsson

Ms. Nabanji Nebwe

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