



**Young
BPW Europe**

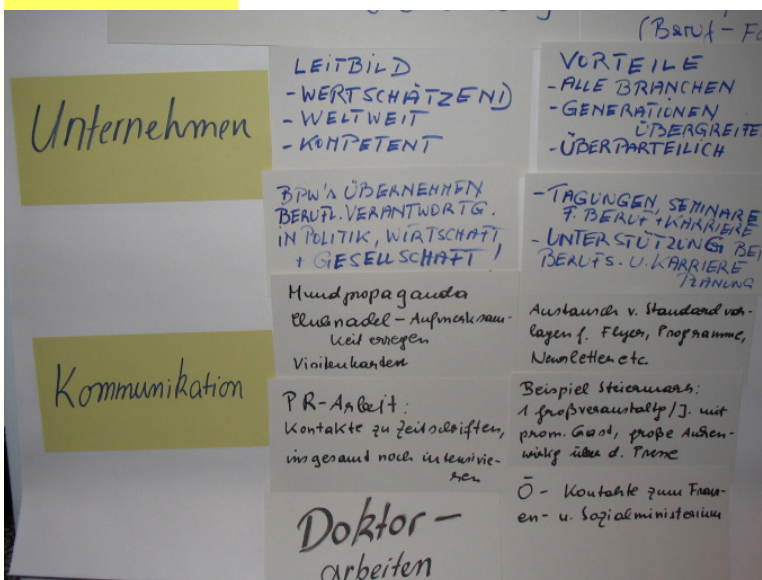
Review from DACH Meeting, August 25 – 27 2006

In August 2006, the third DACH-Meeting took place in Friedrichshafen/Bodensee. DACH-Meeting means a meeting of all German speaking Clubs and Federations: Germany (=Deutschland), Austria and Switzerland (=CH). Nearly 50 women met to exchange and discuss about topics we all are interested in and share a nice weekend on a nice site! I found out that our current Vice-President from BPW Austria, Michaela Muschitz-Fink, obviously had the genius to initiate this series of three-country-meetings some years ago – a very good idea!

As the Young **BPW Europe Representative I gave a Workshop** in German, my mothertongue, called: **Young BPW – just do it! New members are like new clients.**

You must know, I am a Marketeer and so we examined the tricky thing on how to acquire new members similar to a Marketing-Workshop. The participantes noted down the results and sorted them in the four areas:

- **Company:** what is BPW? What are the competences, the values?
- **Product:** what does BPW offer?
- **Communication:** how and to whom does BPW communicate?
- **Target Group:** who is the member-to-be? What do we expect from her?



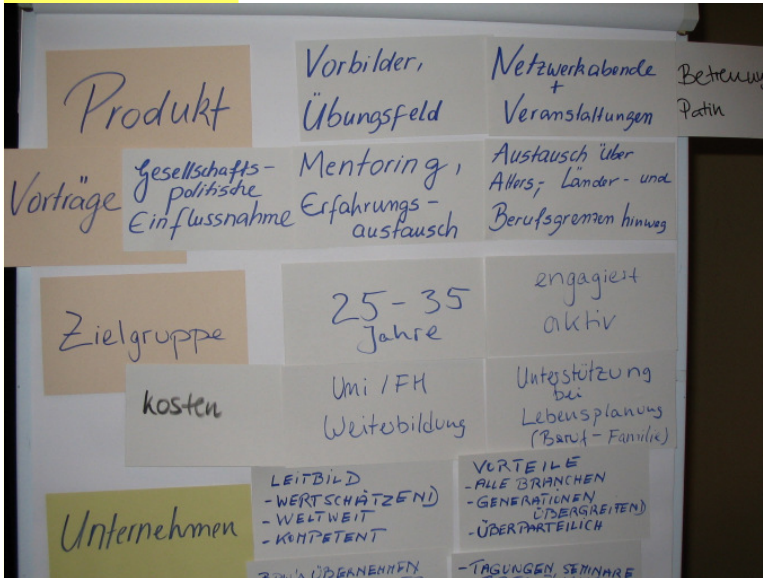
It was interesting to analyse the strategic thing on recruitment in this way. We found a lot of new impressions and sights about this. Find here the answers and thoughts the participants had on the topic.

And of course we still had enough time for discussions about our experiences and questions about membership in the different countries.

With Chantall Bussmann, Switzerland, and Silke Schippmann, Germany, both active National Young BPW Representatives joined the Workshop and gave valuable input. Thank you both for joining!



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The good feedback was that every one could take out something for his Club or Federation to start or improve – and so I can say that my Workshop was successful.

Let me please also remark that one of the participants was Silvia Dillinger-Briegl, President of BPW Austria. Let me also add, that I am very involved with the current national board of BPW Austria to start Young BPW officially in Austria!

Parallel to my Workshop two further seminars were given. One about the German Academy-Project. And the second one was held by Michaela Muschitz-Fink about the IDP-Training-Program.



Later we had a visit in the Zeppelin-Museum, and a wonderful boat-trip on the Bodensee, which we really enjoyed!

That we had a walk, sat down in a Café, started talkings and could not find an end – this is something you can imagine by looking the pictures. (Maybe you join us next time?.)

During the evening and a delicious Dinner-Bufferet, we had good discussions and a lot of fun at the Young BPW Table.





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Later, Michaela Muschitz-Fink explained the concept of the BPW-Award and the possibility on having this award together in the German speaking-countries.

Then we had the touchy moment when Sabine Schmelzer did hand over the result from the American Auctionary held the evening before. A great sum of more than EUR 350,- was collected to send to Angela Chicu, BPW Moldova, to fortify her BPW Projects to enable women to work and have their children looked after.



The next morning we had a very interesting and – being honest in the first instance – for me a bit shocking presentation from Dr. Antoinette Rüegg, Immediate Past President BPW International. With her education and degree in Biology she explained differences in structures, behavioural patterns of women and men by activities. And these result in physical differences, so by nature.



But she says that we can overcome these patterns. We can change reality. We only need efforts to train new reactions and new realities! This is a very good point to start from, and the auditorium immediately had ideas on what could be projects or tools how to change or adjust sights and realisation of things, and with changed sights so change reality. Of course did Young BPW develop some good points and I know that they are discussed currently in Germany. We will see which ideas really come out of this and what will be the initiatives.

All in all – this was a very good weekend with BPW! Thank you!

Special thanks to BPW Germany as hosting country, and to Ulrike Kessler, Sabine Schmelzer and Elke Hegemann, who did organise so much and so well!

With best regards from Bonn,

Viktoria Balensiefen
Young BPW Representative for Europe
2005 - 2008