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## iKNOW Politics Arabic Site Launch

“THE ROLE OF MEDIA AND TECHNOLOGY IN INCREASING THE NUMBER AND EFFECTIVENESS OF WOMEN IN POLITICS”

October 27 – 28 2009 Amman, Jordan

### Background:

The International Knowledge Network of Women in Politics (iKNOW Politics) is a global **web-based network** established in 2007. The purpose of iKNOW Politics is to increase the **participation and effectiveness of women in political life** by utilizing a technology enabled forum to provide access to critical resources and expertise, create knowledge, stimulate dialogue and share experiences on women’s political participation. It is available in English, French, Spanish and soon Arabic.

The underlying principle behind iKNOW Politics is that all the knowledge exchange is **user-generated**, allowing women to build on the experiences of one another. iKNOW Politics now has staff on five continents, has been launched or presented in **25 countries** and draws on a rapidly expanding membership base of over **5,000 self-identified members**, 70% of whom come from transitional and developing countries

iKNOW Politics is a network of networks. It is governed by a Memorandum of Understanding between the following organizations:

- International Institute for Democracy and Electoral Assistance (IDEA)
- Inter-Parliamentary Union (IPU)
- National Democratic Institute for International Affairs (NDI)
- United Nations Development Programme (UNDP)
- United Nations Development Fund for Women (UNIFEM)

iKNOW Politics also has two “Affiliate” organizations:

- Club de Madrid
- United Nations International Research and Training Institute for the Advancement of Women (UN-INSTRAW)

iKNOW Politics is funded by:

- United Nations Democracy Endowment Fund (UNDEF)
- Ministry of Foreign Affairs of Norway
- Government of Belgium
- Government of Ireland
- The iKNOW Politics Partners

iKNOW Politics also has an **experts network** of 74 former party leaders, cabinet ministers, members of parliament, gender experts, development practitioners and academics from over



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30 countries. The iKNOW Politics website ([www.iknowpolitics.org](http://www.iknowpolitics.org)) is linked to over 210 worldwide organizations.

**Arabic site launch:**

The official launch of the Arabic website will take place at the **Parliament of Jordan** the morning of October 27 hosted by Speaker of the House of Representatives, Mr. Abdulhadi Al Majali. The subsequent one-and-a-half day conference will be held at the Intercontinental hotel in Amman and will be opened with an address by Her Royal Highness, **Princess Basma Bint Talal of Jordan**. The subject of the regional conference is “The Role of Media and Technology in Increasing the Number and Effectiveness of Women in Politics”.

The iKNOW Politics Arabic regional launch will bring together approximately 100 women leaders, candidates, activists, and women’s organizations from the Middle East and North Africa. The conference will also engage prominent women leaders from every region of the world to take part in discussions. It will bring together the most active iKNOW Politics members for face-to-face meetings with iKNOW Politics experts, partners, staff and women leaders. iKNOW Politics also plans to broadcast the conference on the internet and accept questions from online participants during the proceedings.

After the conference, iKNOW Politics will hold a global online E-Discussion on Women in Politics and the Media using the strategies and recommendations from the conference as the launching point.

**TUESDAY OCTOBER 27, 2009 – PARLIAMENT OF JORDAN**

	<b>TUESDAY OCTOBER 27 – MORNING</b>
9:00 – 10:00	Welcome reception at the Parliament of Jordan; buses depart from Intercontinental Hotel at 8:50am
10:00 - 10:20	Official welcome by Speaker of the House of Representatives, Mr. Abdulhadi Al Majali
10:20 – 10:50	Key address on women’s participation by an international woman leader
10:50 – 11:10	Address by a Jordanian woman Minister
11:10 – 11:30	Welcome remarks from the Jordanian Senate
11:30 – 12:00	Viewing of Arabic testimonials with introduction by one of the women in the film
12:00 – 12:30	Official launch of the iKNOW Politics Arabic website
12:30 – 12:45	Closing remarks by the Speaker of the House of Representatives, Mr. Abdulhadi Al Majali
13:00 – 13:30	Media availability and press statement; buses depart from the Parliament to the Intercontinental hotel at 13:00

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<b>TUESDAY OCTOBER 27 - AFTERNOON</b>	
13:30 – 15:00	lunch at Intercontinental Hotel
15:00 – 15:10	Introduction of Her Royal Highness by Fredrik Arthur, Ambassador for Women's Rights and Gender Equality, Norway
15:10 – 15:50	Keynote address by HRH Princess Basma bint Talal of Jordan
15:50 – 17:20	Plenary: Women in Politics & media/technology in the Arab region <b>Chair:</b> Ambassador Fredrik Arthur <b>Panelists:</b> - CAWTAR - Member of Parliament from the region - Expert on new information technologies and elections
17:20 – 17:30	Director of ceremonies – overview of agenda for next day
19:00 – 21:30	Buffet/standing dinner and screening of full testimonials video
<b>WEDNESDAY OCTOBER 28</b>	
9:00 – 10:30	Plenary: - Review of previous day - Viewing of film of Queen Rania (TBC) - Speech by a young woman leader - Address by a renowned regional media personality - Questions and Comments
10:30 – 11:00	Coffee break
11:00 – 13:00	Break-out session A: Campaign messaging using media and technology <b>Chair:</b> A senior partner organization representative <b>Discussants:</b> - expert on campaign messaging - Expert on televised media - expert on internet campaigning
11:00 – 13:00	Break-out session B: Stereotypes of Arab women in the media <b>Chair:</b> A senior partner organization representative <b>Discussants:</b> - Two regional elected women (with background in media) - a renowned regional journalist
13:00 – 14:30	Lunch at Intercontinental Hotel
14:30 – 16:30	Plenary: "Ask the Experts" - Rapporteurs reports from break-out sessions <b>Chair:</b> Dr. Noha el Mikawy <b>Experts:</b> brief statements by iKNOW Politics experts - Q&A
16:30 – 16:45	iKP presentation – how iKP can be used to continue dialogue
16:45 – 17:00	Closing remarks



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**Logistical Information:**

Participants may register for the conference between August 20 and October 1, 2009 on the iKNOW Politics website: [www.iknowpolitics.org](http://www.iknowpolitics.org).

The conference will take place at the Intercontinental hotel in Amman, Jordan. A block of rooms are being held at the Intercontinental hotel at the conference rate until October 1, 2009. The conference will have simultaneous interpretation in three languages: English, Arabic and French.

For more information about registration and conference logistics please e-mail: [conference@iKNOWPolitics.org](mailto:conference@iKNOWPolitics.org)