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TWF presents Linda Scott from Saïd School of Business, on "Pursuing National Prosperity through Women's Empowerment: Why and How?", July 8

Dear TWF friends

The Women's Foundation and the Oxbridge Women's Network are delighted to present Linda Scott, the leading academic, author and consultant on women's economic empowerment, on Pursuing National Prosperity through Women's Empowerment: Why and How?

Event details

Date: Tuesday, July 8, 2014

Time: 8.00 – 9.30a.m. Talk begins at 8.15a.m. A light breakfast will be provided, courtesy of Linklaters

Venue: Linklaters, 10/F, Alexandra House, Chater Road, Central

Tickets: HK\$200 per person. Tickets must be purchased prior to the event

RSVP: Places are limited. Please click [here](#) to register and pay

See [flyer](#) for more details.

Speaker Profile

Linda Scott is currently DP World Chair for Entrepreneurship and Innovation at Saïd Business School, University of Oxford. Linda has been lauded for creating the concept of the Double X Economy – a perspective which describes the global economy of women in both the developed and developing world, and the roles of women not only as consumers, but as investors, donors and workers. Linda is a founder of Power Shift, the Oxford Forum for Women in the World Economy, and she curates the annual symposium which in 2014 will focus on Women and Finance.

Linda's Double X Economy research was recognised by Thinkers 50, which shortlisted her for its annual Breakthrough Thinker award. In addition, Linda was recently appointed to the U.S. Department of State's International Council on Women's Business Leadership Subcommittee on Access to Markets.

In addition to her extensive work around women's entrepreneurship, Linda is a leader in advertising research, particularly as it relates to consumer response to imagery and music. Linda remains active in the arena of advertising research, as Editor of Advertising and Society Review, and as a board member of the Advertising Educational Foundation and the Consumer Culture Theory organization.

Prior to joining Saïd Business School in 2006, Linda held appointments in advertising, art, women's studies and communications at the University of Illinois. Her education includes bachelors and masters degrees in American literature and history, an MBA and a doctorate in mass communications.

Background on the Oxbridge Women's Network

The Oxbridge Women's Network (OWN) was set up in 2013 as an outreach initiative of The Women's Foundation - the same year that TWF established its Scholarship Scheme to send HK students to pursue the M Phil in Gender Studies at the University of Cambridge. Like all OWN initiatives, this talk is open to all Oxford and Cambridge alumni – male and female, as well as to anyone else interested in hearing from inspiring speakers on a broad range of topics. All proceeds from our OWN events go towards The Women's Foundation's Cambridge Scholarship Fund.

Investing in Young Girls and Women Networking Event, July 7

The World Association of Girl Guides and Girl Scouts and Girl Scouts of the USA are delighted to invite TWF patrons and supporters to a Cocktail and Networking event on July 7. Please refer to this [flyer](#) for more details and to register.

For further enquiries, please contact Amy Russell at +852 2581-1873 or amy@thewomensfoundationhk.org.

We look forward to seeing you.

Warm regards

Su-Mei Thompson
CEO, The Women's Foundation

[Read more...](#)

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