WOMANIFEST

MIDDLE EAST & AFRICA · THE INHERITANCE EDITION

FOR TEAMS
a leadership & wellbeing day for the women you want to keep

A corporate team proposal for HR, L&D, People and CSR leaders: one evening of keynotes, hands-on workshops and senior peer connection, with 600 women at the National Museum of Egyptian Civilization.

DATE	VENUE	TIME	TEAM SEATS	PINK OCTOBER
31 OCTOBER 2026	NMEC · CAIRO	14:00 – 23:00	FROM 5 WOMEN	CLOSING DAY

WHY HR TEAMS ARE BUYING THIS

YOUR WOMEN ARE CARRYING MORE THAN THEIR JOB TITLES

57%

of employees in Egypt experienced a lot of stress the previous day — above the MENA average (48%) and the global average (40%).[1]

22%

of senior and middle management roles in Egypt were held by women in 2024. Only 6% of Egyptian firms had a woman as top manager, against 15% globally.[2]

2×

Employees with a sponsor are twice as likely to be promoted, yet 40% of entry-level women had no promotion, stretch assignment or leadership training in two years.[3]

WOMANIFEST is not a "women's event" you sponsor. It is a one-day leadership and wellbeing intervention your team attends, built on three things HR is measured on.

Development

Practical workshops on conviction-led leadership, hard conversations, negotiation, storytelling and decision-making, led by women who have done it.

Wellbeing

Sessions on stress and the nervous system, burnout, nutrition, hormones and longevity, taught as tools, not talks.

Retention & belonging

Your women meet 600 founders, executives, investors and senior professionals across Egypt, MENA and Europe, and come back with a network and a reason to stay.

A NOTE FROM THE FOUNDER

In Malta, companies did something I didn't expect: they bought seats for their women as a gift. A real estate company brought fifteen. Another brought forty. They weren't buying a conference ticket. They were telling their women, publicly, *we see you*.

For Cairo I built the day so that gift is also a development investment you can defend in a budget meeting: clear learning outcomes, one invoice, and a team that comes back with something to show.

Anna Pochikovskaya

Founder & CEO, WOMANIFEST · 30+ events in 22 countries

1. Gallup, State of the Global Workplace 2026 report, Egypt country-level data (data collected 2025). 2. OECD, Women's Economic Empowerment in Egypt (2025). 3. McKinsey & Company and LeanIn.Org, Women in the Workplace 2025 (US and Canada data).

31 OCTOBER · THE LAST DAY OF PINK OCTOBER

CLOSE PINK OCTOBER WITH YOUR WOMEN

Many companies mark October with an awareness day. WOMANIFEST lets you end the month with something your women keep: a day of leadership, health and connection, with a breast health screening offer for every woman you bring.

WHY THIS MATTERS TO ME

When I was sixteen, my mother was diagnosed with stage 3 breast cancer.

I took everything I knew about nutrition and healing and stayed beside her through her recovery. Years later, at WOMANIFEST Malta, I asked her to come on stage. I wanted to honour her, and every woman who has carried something like that in silence.

On 31 October she will be in the room at NMEC, having travelled from Belarus.

This is why wellbeing at WOMANIFEST is not a side session. It is the foundation the whole day stands on.

Anna Pochikovskaya

Breast health screening offer

Every woman in your team receives a breast health screening offer. Details are shared with booking companies.

The Art of Being Whole

A panel on health, love and what they cost, with Dr. Yahra Zamzam, CMO of Cleopatra Hospital, and Dr. Abeer Elleithy, Founder of MOMKEN FOR HER.

Nutrition, hormones, nervous system

Workshops on women's nutrition and hormones, longevity, and moving from stress to presence. Tools your women use the next morning.

Impact Seats for CSR

Fund seats for women who could not otherwise attend, reported in your company's name.

FOR YOUR OCTOBER PLAN

One booking covers your Pink October moment, a development day and a recognition gift. It fits a wellbeing, CSR or L&D budget.

WHAT YOUR TEAM WILL LEARN

A DEVELOPMENT DAY, MAPPED TO COMPETENCIES

Use this page in your training plan or budget request. Every session is led by a woman who has built, led or rebuilt something real.

COMPETENCY	SESSION	LED BY
Leading with conviction	Mastering The Conviction Code: a leadership methodology for decisive, values-led leadership	Rola Diab, leadership advisor, London / Dubai
Negotiation & boundaries	Mastering The Hard Conversation: boundaries and negotiation in practice	Marianne Georges, Founder, The MG World
Executive presence & storytelling	Mastering Your Story: storyselling your leadership	Sally Elakkad, CEO, Abjjad
Resilience & reinvention	Keynote: The Art of Self-Reinvention	Daniela Baumann, TEDx speaker, bestselling author
Stress, burnout & identity	Mastering Your Becoming · Mastering Your Home-Coming (stress to presence, the nervous system)	Amina Diab, psychologist · Nourhan Maher
Health, energy & longevity	Mastering Your Nutrition · Mastering Your Longevity · Panel: The Art of Being Whole	Nour El Ganzoury · Rowana Badry · Dr. Yahra Zamzam, CMO Cleopatra Hospital
Financial confidence & risk	Panel: The Art of Money, Risks and the Women Who Take It	Ahella El Saban (Exits MENA), Nada Shaheen (GB Ventures), Hala Barakat (AUC)
Decision-making	Mastering Your Subconscious: how decisions are really made, and how to change them	Anna Pochikovskaya
Legacy & purpose	Panel: The Art of Inheritance · Keynote: What A Civilization Leaves Behind	Lamia Kamel, Dina El-Mofty, Rania Ayman · Nadine Abdel Ghaffar

After the day, you receive

A learning-outcomes sheet for your files, your team's attendance confirmation, and professional photography from the day you can use internally and on LinkedIn.

WOMANIFEST MALTA 2026

WORKSHOPS RUN IN PARALLEL; SEATS SUBJECT TO WORKSHOP CAPACITY

31 OCTOBER 2026 · NATIONAL MUSEUM OF EGYPTIAN CIVILIZATION

THE DAY

14:00	Registration, arrival walk, Intention Card Ritual, curated exhibition
15:00	Grand opening and keynotes
16:20	Panel: money, risk and the women who take it
17:20	Workshop block I: leadership, negotiation, storytelling, identity
18:05	Curated dinner and guided networking
18:55	Keynote and panels: health, wholeness, inheritance
20:40	Workshop block II: subconscious, nervous system, nutrition, longevity
21:45	Closing and gala experience

English, with Arabic translation. Open-air terrace venue with parking. Running order subject to change.

WOMANIFEST MALTA 2026

20 voices

Daniela Baumann
TEDx & keynote speaker, author

Rola Diab
Leadership advisor, The Conviction Code™

Lamia Kamel
Nation branding expert, former Assistant Minister of Tourism

Yasmine Sarwat
Chairwoman, POSH Management

Ahella El Saban
Co-Founder & Exec. Vice Chairman, Exits MENA

Dina El-Mofty
Founder & Chair, INJAZ Egypt

Dr. Yahra Zamzam
CMO, Cleopatra Hospital

Nada Shaheen
Managing Director, GB Ventures

Hala Barakat
Director, AUC Center for Entrepreneurship

Nadine Abdel Ghaffar
Founder, Art D'Égypte

Rania Ayman
Founder & CEO, Entreprenelle

Sally Elakkad
CEO, Abjjad

Aya Ismail
Co-founder, Entlaq Holding

Dr. Abeer Elleithy
Founder & CEO, MOMKEN FOR HER

Margreet Magdy
Cross-sector ecosystem strategist

Marianne Georges
Founder, The MG World

Amina Diab
Child & adolescent psychologist

Nourhan Maher
Creator, From Survive to Thrive®

Nour El Ganzoury
Nutritionist, Founder, Eatducate

Rowana Badry
Fitness coach, breathwork instructor

Hosted by Anna Pochikovskaya, Founder & CEO, WOMANIFEST. One further speaker to be announced.

TEAM PACKAGES

CHOOSE HOW MANY WOMEN YOU BRING

Mix tiers freely: your leaders on VIP or Platinum, the team on Premium. Seat prices per woman:

PREMIUM

3,500 EGP

All keynotes, panels and workshops (subject to capacity), curated dinner, gala, gift bag, photography

VIP

5,900 EGP

Plus reserved VIP seating, priority workshops, VIP networking circle, full recording, Sisterhood membership

PLATINUM

11,900 EGP

Plus front row, 30 Oct Platinum Dinner, Platinum roundtable and private circle with speakers

5 – 14 WOMEN

TEAM

10% off

every seat in the booking

- Seats grouped together
- Learning-outcomes sheet
- One invoice in EGP
- Names can be added later

Example · 10 Premium

31,500 EGP

3,150 EGP per woman · list 35,000 EGP

15 – 29 WOMEN · RECOMMENDED

TEAM TABLE

15% off

every seat in the booking

- Everything in Team
- Reserved team seating
- Team photo moment
- LinkedIn post kit for HR
- Complimentary VIP seat for the HR / People lead
- Invitation to the HR & People Leaders Roundtable

Example · 18 Premium + 2 VIP

63,580 EGP

3,179 EGP per woman · list 74,800 EGP

30+ WOMEN

DELEGATION

15% off

every seat in the booking

- Everything in Team Table
- Company named from stage
- 60-minute online integration session with Anna for your team after the event
- Priority seating allocation

Example · 36 Premium + 3 VIP + 1 Platinum

132,260 EGP

3,306 EGP per woman · list 155,600 EGP

Team seating is allocated in order of confirmation. Reserved team seating closes Tuesday 20 October. Prices are per person in Egyptian pounds and apply to the current release; later releases are priced higher.

FOR THE HR LEAD, AND BEYOND THE DAY

MAKE IT COUNT BEYOND ONE EVENING

Your seat is on us

Team Table and Delegation bookings include a complimentary VIP seat for the HR or People lead who organises it. You should be in the room you're sending your women into.

HR & People Leaders Roundtable

A closed-door conversation during the conference dinner for the HR, L&D and People leaders who bring teams: what is working for retaining senior women in Egypt and the region, peer to peer.

OWN THE STAGE · 30 October

A full-day public speaking intensive with Daniela Baumann, limited to 20–25 women: confidence, structure, voice and presence. The right reward for one or two high-potentials. Separate ticket, €399 early bird per person.

Impact Seats (optional, for CSR)

Fund seats for students and women who could not otherwise attend. Reported in your name, at the Premium seat price.

Integration session (Delegation)

A 60-minute online session with Anna for your team after the event, turning what they heard into one concrete commitment each.

WOMANIFEST MALTA 2026

WHAT TO PUT IN YOUR BUDGET REQUEST

Category: leadership development, employee wellbeing and your Pink October activity (or CSR for Impact Seats).

Outcome: a structured development day across leadership, negotiation, resilience and wellbeing; peer network of 600 senior women.

Evidence for your files: learning-outcomes sheet, attendance confirmation, photography, optional integration session.

Cost per woman: from 3,179 EGP at Team Table level.

PROOF · WOMANIFEST MALTA 2025 & 2026

A PROVEN ROOM, NOW IN CAIRO

97%
rated it excellent or very good

94%
said it exceeded expectations

89%
want to return and bring friends

15 · 40
seats bought by single companies for their women

WOMANIFEST MALTA 2026

"I came for the speakers. I left with three new business partners."

Sarah Spiteri, Founder · Malta 2026

"The most honest room I've ever been in a business setting."

Daniela Mifsud, CEO & Co-Founder · Malta 2026

"I didn't expect a conference to change how I see myself. This one did."

Angela Brenson, Head of Marketing · Malta 2026

Two sold-out European editions, 1,000+ attendees. Feedback figures from WOMANIFEST Malta 2025–2026 attendee surveys. Partners and collaborators for Cairo include Art D'Égypte, The American University in Cairo, Top 50 Women Forum, Entreprenelle, Exits MENA, Entlaq, MOMKEN FOR HER and POSH Management.

HOW TO BOOK

THREE STEPS, ONE INVOICE

01 Tell us your number

Reply with how many women and which tiers. We send a confirmation with your seat plan and invoice the same day.

02 Confirm by Thursday 15 October

Team seating is allocated in order of confirmation, so earlier bookings sit closer to the stage. Reserved team seating closes Tuesday 20 October.

03 Send names by Sunday 25 October

Seats are transferable: if someone can't come, another colleague takes her place. Each woman receives her pass, dress code and arrival details by email.

Is it only for women? Yes. The audience and all speakers are women.

Is it during working hours? Doors open 14:00, programme starts 15:00 and closes around 23:00, Saturday 31 October.

Language? English, with Arabic translation.

Payment? One invoice in EGP. Bank transfer or InstaPay.

Refunds? Tickets are non-refundable and fully transferable to a colleague.

Dress code? Smart-elegant in burgundy, white and black. A moodboard is sent after booking.

Ready to bring your team?

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