



RICAIP Seminar Series

# Women & Technology

13. 10. 2021 | 9:00 – 11:45

CEITEC Brno University of Technology (or online)

Register on [www.ceitec.cz](http://www.ceitec.cz) till 12/10/2021

 **RICAIP** Research and Innovation Centre  
on Advanced Industrial Production

8:30 – 9:00

## Registration and Coffee Break

Why we need more women in science and technology? What can the right diversity affect? Why is it even important to address gender issues? Do you have your own questions that you would like to ask in connection with this topic? Don't miss the great opportunity to meet unique women in this field and ask them your question!

9:15 – 10:00

## Lessons on the Increasing Role of Diversity in Software Engineering

**Barbora Bůhnová**  
*Vice-Dean at FI MU and Czechitas Founder*

In an increasingly technology-driven world and a rapidly changing economic environment, software engineering innovation and creativity cannot be cherished to its full potential if it is formed by homogeneous expertise. More so within the software engineering community, which needs to increasingly encourage innovation across boundaries. In this context, a question often comes up – Why do women choose particular interests, study programs and careers as an alternative to software engineering? What are the triggers and benefits of these alternatives that software engineering is lacking? In this talk, I share findings from a recent questionnaire study, revealing the frustrations that women feel along their way to software engineering, whether they have stayed in, or have dropped out and are trying to re-establish the connection later. After identifying the frustrations, which all seem to be preventable, I will share a story of a non-profit organization, called Czechitas, which started with a simple idea of bringing tech closer to girls and girls closer to tech, and has over the past seven years transformed into a major social change in the Czech Republic, influencing over 30,000 women towards software engineering education and career.

10:00 – 10:45

## Women In Leadership: It Takes Guts And It's Worth It

**Miša Kozinová**  
*An Executive Coach & Leadership Mentor*

Our next speaker Miša Kozinová will build a case for a diverse executive team, talk about how companies benefit from having women executives, and dos and don'ts when it comes to creating an inclusive environment.

11:00 – 11:45

## Be Selfish and Take Full Advantage of Equal Opportunities in Science

**Eliška Handlířová**  
*Head of Director's Office & HR Award Coordinator at CEITEC MU*

- To attend the event online, you will receive the link to your e-mail before the event.
- You are welcome to attend the event physically at CEITEC BUT (Purkyňova 123, Brno - Královo Pole).

Please take with you confirmation of completed vaccination or confirmation of a negative antigen or PCR test (not older than 3 days).