新媒體培力促進女性賦能

「多元、平等、包容：數位行銷人才決勝力」工作坊

Women's Economic Empowering, New Media Digital Upskilling (WEDU)

Diversity, Equality, and Inclusion: The Keys to Success in Digital Marketing

- 時間：112 年 6 月 28 日（星期三）上午 10 時至下午 3 時 35 分
- 地點：台北花園大酒店 2 樓百合廳（臺北市中正區中華路二段 1 號）

時間 Time	議程 Agenda
前置作業 Preparation	
09:30-10:00 (30 mins)	**【報到】 Registration**
開幕式 Opening Ceremony	
10:00-10:05 (5 mins)	**【介紹貴賓】Guest Introduction**
10:05-10:10 (5 mins)	**【歡迎致詞】Welcome Remarks** ● 勞動部勞動力發展署長官 Representative, Workforce Development Agency, Ministry of Labor
10:10-10:25 (15 mins)	**【會議開場致詞】Opening Remarks** ● **Mr. Zhao LI** APEC HRDWG 主席 Lead Shepherd, APEC Human Resources Development Working Group ● **Ms. Rosanna A. Urdaneta** APEC HRDWG CBN 召集人 Coordinator, Human Resources Development Working Group Capacity Building Network ● **Ms. Chantelle Stratford** APEC PPWE 主席 Chair, APEC Policy Partnership on Women and the Economy
10:25-10:30 (5 mins)	**【大合照】Group Photo**

專題演說 Keynote	
10:30-10:50 (20 mins)	**【女性在數位時代的職涯機遇與挑戰】** "Career Opportunities and Challenges for Women in the Digital Era" ● **講者 Speaker** 梁慧儀博士 Dr. Leong Wai Yie 國際女科技人聯絡網現任副主席 Vice President, International Network of Women Engineers and Scientists, INWES
10:50-11:10 (20 mins)	**【平等、多元、包容性等價值在數位行銷之運用】** "Applications of Equality, Diversity, and Inclusion in Digital Marketing" ● **講者 Speaker** Mr. Juan Pablo de la Guerra 祕魯教育部教學管理副部長顧問 Advisor to the Vice-Ministry of Pedagogical Management, Ministry of Education
11:10-11:30 (20 mins)	**【如何透過新媒體培力促進女性經濟賦權(I) 】** "Women's Economic Empowerment through New Media Digital Upskilling(I)" ● **講者 Speaker** -Ms. Dawn Ward CBE DL 世界技職教育聯盟 WFCP 主席 Chair, World Federation of Colleges and Polytechnics (WFCP)
11:30-11:50 (20 mins)	**【如何透過新媒體培力促進女性經濟賦權(II) 】** "Women's Economic Empowerment through New Media Digital Upskilling(II)" ● **講者 Speaker** -菲律賓技術教育技能發展局代表 Representative from TESDA Philippines
11:50-13:20 (90 mins)	午宴(長官/貴賓/專家學者) Luncheon (Officials/ Guests/ Speakers& Experts)

專題報告 Thematic Presentation	
13:20-13:50 (30 mins)	**【WEDU 計畫進程分享：「融入性別觀點開發新媒體數位技能提升培訓課程之政策工具包」架構與內容規劃分享】** Sharing on "The Framework and Content Design of the Toolkit for WEDU Competence Assurance" ● **講者 Speaker** 林映均博士 Dr. Lin, Yin Jun 中原大學法學院財經法律學系助理教授 Assistant Professor, Department of Financial and Economic Law, Chung Yuan Christian University 2023 WEDU 專案協同計畫主持人 Co-Project Director of 2023 WEDU project
綜合對話 Panel Discussion	
13:50-14:30 (40 mins)	**【數位經濟時代促進女性賦權與性別包容的人才培訓策略】** **上半場** "Competency Building Strategies for Women's Empowerment and Gender Inclusion in the Digital Economy"(Part One) ● **主持人 Moderator** 洪文玲博士 Dr. Hung, Wen Ling 國立高雄科技大學造船及海洋工程系副教授 Associate Professor, Department of Naval Architecture and Ocean Engineering, National Kaohsiung University of Science and Technology ● **與談人 Panelists** 1. 梁慧儀博士 Dr. Leong Wai Yie 國際女科技人聯絡網現任副主席 Vice President, International Network of Women Engineers and Scientists, INWES

	2. 安東尼 Anthony Carlisle 外交部公眾外交協調會外籍編輯 Foreign Editor, Public diplomacy coordination, Ministry of Foreign Affairs 3. 尹秦清博士 Dr. Yin, Chin Ching 國立臺北科技大學工業工程與管理系助理教授 Assistant Professor, Department of Industrial Engineering and Management, National Taipei University of Technology 4. Minjeon Jung 韓國身障人士就業機構 Communication & Cooperation Div. Head of External Affairs Team, Korea Employment Agency for Persons with Disabilities
14:30-14:45 (15 mins)	茶敘 Afternoon Tea
14:45-15:25 (40 mins)	**【數位經濟時代促進女性賦權與性別包容的人才培訓策略】** **下半場** “Competency Building Strategies for Women's Empowerment and Gender Inclusion in the Digital Economy"(Part Two) ● **主持人 Moderator** 林映均博士 Dr. Lin, Yin Jun 中原大學法學院財經法律學系助理教授 Assistant Professor, Department of Financial and Economic Law, Chung Yuan Christian University 2023 WEDU 專案協同計畫主持人 ● **與談人 Panelists** 1. Mr. Juan Pablo de la Guerra 祕魯教育部教學管理副部長顧問

	Advisor to the Vice-Ministry of Pedagogical Management, Ministry of Education APEC 經濟體秘魯代表 Representative from APEC member economy, Peru 2. 尹秦清博士 Dr. Yin, Chin Ching 國立臺北科技大學工業工程與管理系助理教授 Assistant Professor, Department of Industrial Engineering and Management, National Taipei University of Technology 3. 蔡宜文共同創辦人 Ms. Tsai, I Wen 姝文創共同創辦人 Co-founder of Herfection 4. Minjeon Jung 韓國身障人士就業機構 Communication & Cooperation Div. Head of External Affairs Team, Korea Employment Agency for Persons with Disabilities 5. 菲律賓技術教育技能發展局代表 Representative of TESDA Philippines
總結 Wrap-up	
15:25-15:35 (10 mins)	**【閉幕結語】 Closing remarks**

報名連結（Registration URL） https://pse.is/52gdkd

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