Regional Programme Promoting Women’s Economic Empowerment in Asia:
WeEmpowerAsia
Communications and Visibility Report
March 2019 – March 2020
Summary

The present report aims at presenting a snapshot of the key communication and visibility highlights of the European Union-UN Women Regional Programme WeEmpowerAsia from March 2019 to March 2020.

As per the Communication and Visibility Strategy, during its first year of implementation, the WeEmpowerAsia programme developed a number of communication materials including its website and the first issue of its bulletin, as well as other assets such as slide decks, notebooks, stickers, banners, postcards and folders.

In this period, the programme started to compile a regional database of partners to disseminate information, messages and advocacy materials totaling at 415 individuals from the private sector, governments, academia, NGOs and civil society.

The programme was launched through different advocacy activities. The regional team organized a launch ceremony at the United Nations in Bangkok to introduce the programme to sister agencies and other partners. Programme-implementing countries also conducted events to officially start their work at the national level. China, for example, hosted a national launch of the programme within the framework of a larger event hosted in partnership with the EU and the Swedish Embassy. Similarly, the launch in India, which was co-led by the EU Ambassador, garnered impressive turnout by top business leaders, and culminated with the country’s largest annual Gender Equality Summit a day later.
In its first year, the programme has worked extensively to establish partnerships with key stakeholders. Using as an entry point the celebration of International Women’s Day, country teams approached Stock Exchanges and other partners to organize “Ring the Bell for Gender Equality” events. Eight events across all WeEmpowerAsia countries were set to be conducted but six had to be cancelled, postponed or scaled-down due to the Covid-19 pandemic.

At the regional level, the programme initiated a partnership with amfori, a global business association working on open and sustainable trade. More recently, our collaboration with Zilingo, a regional e-fashion marketplace/B2B platform connecting the supply chain in 15 countries, had garnered extensive media coverage.

In addition, programme teams have started collaboration with champions and advocates in different sectors ranging from entrepreneurship, private sector, market regulators, social influencers, multi-stakeholder platforms and policymakers with a view to establish a “champions network” as one of the “big rocks” identified during the inception phase. Our interview with official signatories of the WEPs such as Thailand’s top fashion designer “VATANIKA” was set to be featured at CSW64 prior to Covid-19 impacts.

Communication and visibility efforts have been regularly documented on the regional website and social media channels. In the first year of implementation, only on the regional social media channels, the programme posts reached a total of 288,467 persons across Facebook, Twitter and Instagram, generating a total of 10,801 organic interactions/engagement from the audience. A total of 4 press releases, 9 website stories, 4 media advisories (event announcer) and 22 video clips (including interviews) were published.
REGIONAL ANNOUNCEMENT

The EU-UN Women programme “Promoting Economic Empowerment of Women at Work in Asia: WeEmpowerAsia” was officially announced in March 8 2019, within the framework of the International Women’s Day celebration through a regional press release posted in English, Bahasa Indonesia, Chinese and Vietnamese.

The press release was posted simultaneously across different EU’s pages, including the European Commission’s Service for Foreign Policy Instruments (FPI) page and the EU Delegation to India website and Twitter.

The announcement was also made a few days later by UN Women’s Executive Director Phumzile Mlambo Ngcuka, at the 2019 Women’s Empowerment Principles Forum hosted in New York by the United Nations Global Compact and UN Women HQ during the 63rd session of the United Nations Commission on the Status of Women (CSW63).

The event was captured on social media by UN Women in Brussels and the EU Mission to the UN Twitter accounts.
ASEAN WOMEN’S BUSINESS CONFERENCE

As part of the partnership with the ASEAN Women Entrepreneurs Network (AWEN), the regional programme hosted a Consultation Dialogue Meeting during the ASEAN Women’s Business Conference hosted in Bangkok, Thailand on 20-21 June 2019 under the theme ‘Globalization 4.0 and Beyond: Advancing Women Economic Empowerment Through Action and Impact’.

While the consultation meeting was a closed event, the regional programme used the opportunity to announce the partnership on social media and highlight some of the programme’s key messages during the gala dinner hosted during the event.
KICK-OFF WORKSHOP
From 15 to 17 October 2019, the Regional Programme WeEmpowerAsia conducted its kick-off workshop in Bangkok, Thailand. The meeting was attended by country programme teams from China, India, Indonesia, Philippines and Viet Nam as well as the staff working under the regional office, including UN Women’s Deputy Regional Director and a representative from the EU Delegation to Thailand. Highlights of the workshop were covered on the regional office Twitter account.
PROGRAMME LAUNCH EVENT

On 18 October 2019, the Regional Programme WeEmpowerAsia held an internal launch at the United Nations Conference Centre in Bangkok. The event aimed at officially introducing the regional programme to UN Women colleagues and UN partners in Bangkok.

Attended by country programme teams from China, India, Indonesia, Philippines and Viet Nam, as well as staff from UN Women regional office, including the Regional Director, the event presented the main conclusions and action points of the 3-day inception workshop.

Highlights of the workshop were covered on the regional office Twitter account.

WeEmpowerAsia PANEL: “EMPOWERING WOMEN MEANS BUSINESS” AT ASEAN WOMEN CEOs SUMMIT

On 31st October 2019, the Regional Programme hosted the panel “Empowering Women Means Business” as part of the ASEAN Women Entrepreneurs Network (AWEN) Women CEOs Summit.
In his opening remarks, [name of the EU Delegation to Thailand] said “I am pleased to introduce We Empower Asia, an EU-UN Women joint programme, funded by the EU, which aims at promoting gender equality and women’s economic empowerment in the region. The European Union will continue its work in Asia and at home to ensure that women are empowered, have equal access to education, financing and jobs.”

The panel discussion hosted by We Empower Asia in the context of the Summit, was moderated by [name] and the Pacific, and it was comprised of a diverse group of experts including [names].
Attended by over 120 participants, mostly women business-owners and entrepreneurs from ASEAN, the We Empower Asia panel aimed at raising awareness of the business case for women’s economic empowerment in particular the Women’s Empowerment Principles (WEPs), and to catalyze commitments to invest in gender-inclusive business environments.

High-resolution photographs taken during the panel are available on UN Women Asia Pacific Flickr.
Private sector leaders & social entrepreneurs met in Bangkok to discuss the ‘business case’ for gender equality and women’s economic empowerment at a panel hosted as part of the Women CEOs Summit by AWEN- Asian Women Entrepreneurs Network. The event was organized by #WEEmpowerAsia, a regional programme by the European Commission & UN Women.

UN Women/Pothumporn Thongking
Funded by the European Union
WORKSHOP WITH INVESTING IN WOMEN

On 6 November 2019, WeEmpowerAsia and “Investing in Women”, an initiative of the Australian Government which promotes inclusive economic growth through women’s economic empowerment in South East Asia, held a joint full-day session in Bangkok to discuss potential avenues for both programmes to collaborate in the coming years.

The event was captured on social media:
SIGNING CEREMONY MOU WITH GLOBAL COMPACT INDIA

On November 15, the team of We Empower Asia in India, signed a Memorandum of Understanding (MoU) with the Global Compact Network India to encourage businesses to commit to the Women's Empowerment Principles.
Funded by the European Union

WORKSHOP ON PROMOTING POSITIVE WORK CULTURE THROUGH GENDER SENSITIVITY AND ANTI-SEXUAL HARASSMENT IN THE PHILIPPINES

The We Empower Asia Team in the Philippines held a workshop on promoting positive work culture through gender sensitivity and anti-sexual harassment for close to 300 frontline
employees of the Festival Lifestyle Mall in Alabang, Metro Manila. The session was organized in the context of the 16 Days of Activism against Gender-based Violence campaign.

300 employees of @FestivalAlabang Mall in #Manila joined a discussion on positive work culture through gender sensitivity & ending sexual harassment as part of the #WeEmpowerAsia programme by @UN_Women #Philippines & @EUIntPh #16Days against Gender-based Violence
INTERNATIONAL CONFERENCE ON GENDER AND CORPORATE SOCIAL RESPONSIBILITY IN CHINA

On 26 November 2019, the Regional Programme co-organized with the European Union a kick-off ceremony in China as part of the 2019 International Conference on Gender Equality and Corporate Social Responsibility held in Beijing.

Hosted by UN Women China, in partnership with the EU Delegation and the Embassy of Sweden in China, the conference was also the occasion for over 250 business leaders and entrepreneurs to discuss innovative approaches to promote women's economic participation in the private sector as well as the way forward to advance women’s leadership, decent work and digital inclusion.

In his opening remarks, the EU Delegation to China, expressed support for the WeEmpowerAsia regional programme and reminded the audience about the EU’s longstanding commitment towards gender equality as well as Corporate Social Responsibility promotion. This commitment has been reflected, for example, by the progress made in the appointment of women as middle and senior managers in the European Commission as well as by the European Commission's trade policy's “commitment to identify opportunities for responsible supply chain partnerships”, as stated by .

The kick-off ceremony was also attended by , as well as other EU and UN officials. The session touched on country-specific priorities for China along with ways to promote gender-inclusive business environments and the Women’s Empowerment Principles (WEPs).
Joint media advisory and press release were prepared and disseminated in English and Chinese.
Business leaders in Beijing discuss gender equality and corporate social responsibility

Date: Tuesday, November 20, 2018

UN Women China

Beijing, China — Organized by UN Women China, in partnership with the Delegation of the European Union to China and the Embassy of Sweden in China, the 2018 International Conference on Gender Equality and Corporate Social Responsibility (CSR) was held in Beijing today. The event brought together business leaders, civil society organizations, governments, and international organizations to discuss the role of CSR in promoting gender equality.

The conference, themed "Advancing Gender Equality Through Corporate Social Responsibility," aimed to foster a collaborative environment where businesses, governments, and civil society can work together to advance gender equality. Participants shared insights on how CSR can be leveraged as a tool to promote gender equality in the workplace, the community, and the supply chain.

"Corporate social responsibility is not just the right thing to do, but also good business," said [Name of Business Leader], CEO of [Company Name]. "By prioritizing gender equality and inclusion, we can create more sustainable and innovative solutions, benefiting both our business and society at large.

UN Women Asia-Pacific

The Gender Equality & CSR conference in #Beijing concluded today with an emphasis on promoting women’s economic participation in the private sector. READ MORE: bit.ly/gescr19 #WeEmpowerAsia

EU Commission

High-resolution photographs taken during the kick-off ceremony panel are available on UN Women Asia Pacific Flickr.
Overall, the kick-off ceremony for WeEmpowerAsia China received overwhelming visibility and was greatly appreciated by the EU delegation in China, representatives of the European Commission’s FPI Unit, the private sector and participants. The event garnered news coverage from 12 media agencies in China.
The event also received detailed coverage both on Chinese and regional social media platforms.

"Here in China, with #WeEmpowerAsia, we will encourage 60 companies to sign the WEPs; we will do so with @UNWomen, @EuropeanChamber, BILO & other partners; we need to make this happen now" - Nona Deprez, FPI Head of Unit, @EU_Commission.
DISCUSSION ON SUPPORTIVE ENVIRONMENT FOR WOMEN BY THE WOMEN’S EMPOWERMENT WORKING GROUP IN INDONESIA

The discussion by the Women Empowerment Working Group was followed by company representatives to discuss how the private sector can support positive & inclusive norms that ensure a supportive environment for women to contribute fully in the economy & business #WeEmpowerAsia

We EmpowerAsia at the Beijing+25 Ministerial Conference
Successful entrepreneur and WeEmpowerAsia ally Nadira Yussof from Malaysia was part of a panel on women’s economic empowerment hosted in the context of the Beijing+25 Ministerial Conference.
On the sidelines of the conference, the meeting with the We Empower Asia team for a briefing on the programme.

MEETING AND BRAINSTORMING SESSION WITH WOMEN SOCIAL ENTREPRENEURS IN THE PHILIPPINES

The WeEmpowerAsia team in the Philippines met a group of women social entrepreneurs to discuss challenges and gaps in promoting and scaling up women owned/led/supported enterprises. The group brainstormed on existing initiatives and how these can be refined and approached better having in mind and acknowledging real life context and narratives of community women.
LAUNCH OF WEEmpowerASIA IN INDIA

On March 5, 2020, UN Women and the EU Delegation to India hosted a launching event for the programme in the country. At the event, 14 business leaders committed to sign the Women’s Empowerment Principles in the presence of the EU Ambassador to India. The event culminated with the Gender Equality Summit a day later.
RING THE BELL x WeEmpowerAsia

Timed with International Women’s Day (8 March), stock exchanges in the region were approached by the EU-UN Women regional programme ‘WeEmpowerAsia’ to host the annual ‘Ring the Bell for Gender Equality’ events across the seven programme countries. Due to the Coronavirus crisis, Six stock exchanges in China, India, Indonesia, Thailand and Viet Nam postponed events. Bursa Malaysia in Kuala Lumpur scaled-down arrangements to an internal event. The Philippine Stock Exchange (PSE) in Manila successfully held the commemoration with high visibility.
Funded by the European Union

Bursa Malaysia Launches “Equality for Equity” Campaign to Reduce the Gender Investing Gap in the Equity Market

Bursa Malaysia, 4 March 2023 - To mark the annual “Ring the Bell for Gender Equality”, Bursa Malaysia Bhd ("Bursa Malaysia") or the "Exchange"), today launched its "Equality for Equity" campaign designed to raise awareness on the importance of equal access to investment opportunities and to reduce the gender investing gap in the Adamant equity market.

"Equality for Equity" is a campaign to promote equal access to investment opportunities for women and men, whilst the campaign’s main objectives are to highlight the importance of gender equality in the workplace and the need for awareness. The launch of the campaign is aligned with the core objective of the "Ring the Bell for Gender Equality", a collaborative movement towards advocating the need to raise awareness on the impact of women’s inclusion, empowerment to business growth and development.

Abdul Hadi Othman, Chief Executive Officer of Bursa Malaysia said, "Bursa Malaysia has always been a strong proponent of gender equality and inclusiveness in the marketplace. We continue with efforts to reduce gender equality gap in the workforce. It is important to break down the barriers of the gender investing gap in our capital market. Therefore, Bursa Malaysia will continue to work towards achieving Gender Equality for Equity will enable both women and men to make financial decisions that will have a positive impact on their financial well-being."
Funded by the European Union

Congratulations to Bursa Malaysia on launching the #EduFunds50Women campaign for International Women's Day Malaysia. More to come on our work to close the "gender investing gap" in equity markets. #IWD2020 #WeEmpowerAsia @EU_Commission @eunmalaysia @unitednationsmalaysia @eudiplomacy @unwomen @info_org @globalcompact @europeaid

The #EU and member States are convinced that #GenderEquality is crucial to faster growing, sustainable economies. Investing in women is not just the right thing to do, but also the smart thing to do." - EU Gender Champion @BitaRasoulian #IWD2020 #WeEmpowerAsia @EU_Commission

@PhStockExchange rang the #GenderBell today with #WeEmpowerAsia 🇵🇭, #EU Gender Champion @BitaRasoulian 🇵🇭, @unitePhilippines 🇵🇭, @WeAGESEAN 🇵🇭 and more in honour of #IWD2020 🇵🇭, underscoring that #EqualityMeansBusiness 🇵🇭

SSE Initiative and 9 others
10:40 PM - Mar 11, 2020 - Twitter Web App
View Tweet activity
3 Retweets 29 Likes
PARTNERSHIP WITH amfori

At the regional level, WeEmpowerAsia initiated a partnership with amfori, a global business association working on open and sustainable trade, which groups over 2,400 retailers, importers, brands and associations of more than 40 countries. Amfori signed the WEPs and made its commitment public through a video and an article released on International Women’s Day 2020.

#GenderEquality is everyone’s business. Many thanks to @amfori_intl’s @christianewert12 for fruitful discussions on joint collaboration over @unwomenasia projects, reiterating the ‘most important’ step to boost economies – ‘empowering women’
@EU_Commission @UN_Women
#WeEmpowerAsia
PARTNERSHIP WITH ZILINGO
Within the framework of International Women’s Day 2020, WeEmpowerAsia collaborated with Zilingo, a regional e-fashion marketplace/B2B platform connecting the supply chain in 15 countries. The company made a formal commitment to support women's economic empowerment, by making the fashion value chain fair, connected, transparent and gender inclusive.
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**WeEmpowerAsia Activities Plan (January-December 2020)**

Internal Activities | Programme-related Events | International Advocacy Days

*All dates subject to change, please check the website for updates.*
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<tr>
<th>Country</th>
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TOOLS FOR REMOTE WORK AND ONLINE CONFERENCING

In light of the impact of the COVID-19 pandemic in the day-to-day work dynamics and practices around the world, the regional programme WeEmpowerAsia is exploring alternative tools and technology to work remotely and to ensure continuity in our regular work. Under these new-and evolving-circumstances, we aim to identify and test innovative digital platforms that enable us to work efficiently with our partners.

Some of the tools identified include:

Platforms

- **Zoom**: Online platform used by UN Women providing communication services for video and audio conferencing, chat, and webinars. Offers the following services: Meetings and chat with HD video, audio and possibility for collaboration. Video webinars.
  
  **Available globally, including China.**
  
  Recommended for meetings and webinars

  - [Recorded Zoom Training Sessions](#)
  - [Live Zoom Training Webinars](#)
  - [Meeting and Webinar Best Practices and Resources (including reference guides)](#)
  - [Blog: New to Working from Home? Here Are Some Tips to Help You Meet Like a Pro](#)
  - [Blog: Ideas for Creating a Sense of Culture, Community Amid Social Distancing and Work-From-Home Mandates](#)
  - [Blog: Best Practices for Hosting a Digital Event](#)

- **Microsoft Teams**: This platform is used by UN Women. Is part of the Microsoft family allowing share and work on files online and offline. It offers basic meeting features like sharing files, PowerPoint presentations, etc. Participants must have the software installed to enjoy full functionality.
  
  **Available globally, including China.**
  
  Recommended for small meetings within UN Women staff

  - [Best practices for organizing teams in Microsoft Teams](#)
  - [Video: Run effective remote work meetings with Microsoft Teams](#)

- **Big Marker**: Online platform offering online conference services, including the following features: HD Live Audio and Video with up to 9 presenters at a time, HD Screen Sharing, Up to 5,000 Attendees (Plans available to host webinars with audiences of any size), browser-based software, customizable webinar room, branded experience, recording available, video playing, use of presentations, white board tool to mark-up presentations and highlight key points, public and private chat, Q&A with upvoting, online polls and quizzes, handouts, meeting analytics, Facebook and YouTube live connectivity.
  
  **Available globally, including China.**
  
  Recommended for webinars engaging participants in different locations.

  - [Guidance note on Webinar best practices by Big Marker](#)
Resources

- **Mural**: digital workspace/board for visual collaboration. MURAL enables teams to think and collaborate visually to solve problems. The platform is used to create diagrams, which are popular in design thinking and agile methodologies, as well as tools to facilitate more impactful meetings and workshops.
  
  **Available globally, including China.**
  recommended as an additional resource for online meetings, conferences and webinars that require work among different creative teams.

- **Kahoot for business**: online platform which allows to gamify live and online meetings, webinars or sessions. UN Women has used this tool for staff meetings in addition to Zoom.
  
  **Available globally, including China.**
  recommended as an additional interactive tool to be included in meetings or trainings.
  can work as an ice breaker, to conduct live polls and Q&As.

Management and support

- **InsightPact**: company providing onsite and online facilitation, program design, coaching, training and research teams across 3 areas of work: Leadership development, product development and retreats and events.
  
  **Available in Thailand**
  recommended for planning online and presentational meetings and events.

- **Hey Summit**: online platform to create, manage, run and analyze online summits or conferences
  
  **Available globally, including China.**
  recommended as a support tool to plan and manage large webinars or online conferences.