

Rock That Boat

Concept

'Rock that boat' has as its main goal to incentivize women to 'rock the boat' by educating them on issues or topics that might impact their life, wellbeing and future. We want to achieve this by organizing an educational and fun interactive get together, targeting women.

The event can be broken down into four parts being,

- Putting a (local) female artist or entrepreneur in the spotlight
- A scholar speaking on a topic or issue and about a woman that has 'rocked the boat'
- An interactive moment discussing certain notions
- The audience interacts organically with each other

Why 'Rock That Boat'

To *rock the boat* means to disturb or upset a situation that is perceived as stable. We drew inspiration from this expression for our new concept because we want to incentivize women to not accept the status quo. Especially not when it comes to issues that might impact their lives and future. We believe that the best way to empower women besides giving them examples, a voice or people to look up to is through education. We believe that knowledge is a basis for true emancipation and progress.

By attending numerous events and gatherings focusing on female empowerment, we've noticed that the accent is put on role models. Rock That Boat differs itself by making certain information accessible for women that is otherwise reserved for a certain elite. The most important part of the evening will be to have a speaker from the academic world or someone that has factual knowledge of the topic of the evening. It is important that these speakers are

able to filter the information and knowledge in a way that people outside of the academic world are able to understand.

The first part of the evening will consist of putting female artists or entrepreneurs in the spotlight. They will be able to present their work to an audience that might not have heard of their work in an intimate atmosphere. In the educational part of the evening we will also spotlight a woman that has *rocked the boat* in history or is paving the way for others.

In the last parts of the evening we will create an interactive moment for the guests by discussing a notion that is attached to the topic of the night.

In this way we'll be giving women a voice, information and role models.

We hope that everyone leaves feeling inspired and most importantly knowledgeable!