



EQUAL PAY DAY
25. - 26. 3. 2025



MEN ON BOARD

THE EQUAL PAY CAMPAIGN AND THE INTERNATIONAL
CONFERENCE IN PRAGUE

The Equal Pay Gap - the gender pay gap has long been a **disadvantage for women**. However, this is not a topic that women should tackle alone, because it is one of the effects of deeper societal weaknesses, which represents opportunities to explore and address them.

Fair conditions for women and men, as well as the ability to **use the POTENTIAL of all** (the theme of EPD 2025) is the key to successful societies. Therefore, it should be in everyone's interest to break down any barriers, especially the invisible ones that we often carry in the form of stereotypes and prejudices.

One of these prejudices is that the Equal Pay Day conference is "only about women and for women", not for everyone. Our goal is to present great speakers, important topics and paths that lead to a common goal: **TO BE FAIR, TO BE VISIBLE, TO HAVE A WORD, TO HAVE RESPONSIBILITY and TO BE SUCCESSFUL and BENEFICIAL.**

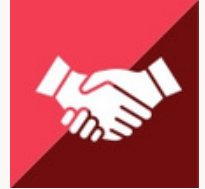
We present women as experts and professionals in their field. We also try to open the eyes of men and women where many of our own experiences are not enough, especially when we are working in teams with little diversity, where many voices can simply be lost or non-existent. Having more men in the audience is not only an expression of their interest in participating in a conference at a top international level, which combines many topics that are part of the key areas of HR, CSR, leadership, economics, work life balance, corporate culture processes, entrepreneurship and understanding that women and men create society together and should make decisions about it together.

MEN ON BOARD is an initiative through which we want to break down any prejudice that might prevent men from coming and being part of the conference. Of course, dozens of men have already participated in the conference in the past, both in the audience as well as on stage, but there could be hundreds of them in the 800+ capacity hall.

Invitations to the conference come directly from men who have already experienced this event in the past, or who perceive on a daily basis how important it is to promote equal opportunities, diversity and a company culture that breaks down gender stereotypes. They support creating an environment where everyone can grow, while acknowledging that women often face greater challenges in finding work-life balance due to ingrained prejudices.



EQUAL PAY DAY
25. - 26. 3. 2025



Suggested questions for your video post:

- Is equal opportunities an issue for your profession?
- What is your attitude and opinion on the topic of equal opportunities for women and men?
- Do you have experience with the Equal Pay Day conference and campaign?
- What motivates you personally to come or how to motivate other men to come to the conference?
- Have you addressed the issue of the status and role of women and men in society in the Czech Republic, in your home country or countries where you work professionally?
- Have you ever encountered a stereotype that has affected your professional or personal journey?
- How do you perceive the term Equal Pay Gap?
- What personally motivates you for further education?
- Could the Equal Pay Day conference be just the place to get inspiration?

Thank you for your responses and engagement.

JANA ČERNOUŠKOVÁ
Programme Director Equal Pay Day

Technical parameters:

Video in reels format, it is necessary to ensure good understanding of the spoken word and that the image is sharp. The minimum frame rate of reels should be 30 FPS (frames per second) and the minimum resolution should be 720 pixels. Subtitling, any editing and addition of the EPD logo will be provided by BPWCR.

Want to get involved or have questions? Contact:
[Helena Dreiseitlová | helena.dreiseitlova@bpwcr.cz](mailto:helena.dreiseitlova@bpwcr.cz)