



**INVITATION**  
**UNCONSCIOUS BIAS**  
**ONLINE WORKSHOP**



**09 & 18 APRIL 2024 | ONLINE VIA ZOOM**



## INTRODUCTION IBU SECRETARY GENERAL, MAX COBB

**Dear Presidents, Dear Secretaries General,**

Our strategic plan, Target 26, which was developed and approved by the global biathlon family, made it clear that promoting gender equality is a strategic priority for the IBU. The IBU believes that achieving equality with athletes, decision-makers, and officials builds respectful relationships between men and women, changes the culture of sport to one that values diversity and enables full involvement in every aspect of the sport.

In the pursuit of gender equality, it's crucial to recognize the pervasive impact of unconscious biases and our tendency to rely on stereotypes without awareness. Building on the success of the Unconscious Bias Workshop held in 2021, we are excited to invite for a second edition in collaboration

with the Europe Business School Berlin, tailored specifically for Presidents and Secretaries General.

I hope, many of you will participate in the workshop and gain valuable knowledge and insights which will pave the way for a sport with equal opportunity for all free of discrimination.

Kind regards,  
**Max Cobb**



## ONLINE WORKSHOP DETAILS

**TOPIC:** Unconscious Bias & Prejudices

**GOAL:** To make automatic thought patterns conscious

**DATES:** 09 & 18 April 2024

**TIME:** 03:00 – 04:30 pm CET

**PLACE:** Online via ZOOM

**TYPE OF SEMINAR:** Workshop  
(active involvement requested)

**TOTAL DURATION:** 3 hours (1,5 hours / 1,5 hours)

**PARTICIPANTS:** max. 2 representatives per National Federation (President and/or Secretary General)

**ORGANIZED BY:** ESCP Europe Business School  
in cooperation with IBU

**REGISTRATION:** [Please register here](#)

**LANGUAGE:** English, Russian

**CERTIFICATE:** Every participant will receive an ESCP certificate of participation after successfully completing the seminar

**CONTACT:** For any questions regarding the seminar, please contact [theresa.heinsinger@ibu.at](mailto:theresa.heinsinger@ibu.at)



## AGENDA

### TUESDAY, 09 APRIL 2024

#### Session I

03:00 – 04:30 pm CET

#### **Self Awareness – with a specific focus on gender & cultural diversity**

- Challenges with respect to diversity and inclusion
- Self Awareness (e.g. Stereotypes, Prejudices, Microaggressions)
- Experience exchange
- Solutions, lessons learned & best practices

### THURSDAY, 18 APRIL 2024

#### Session II

03:00 – 04:30 pm CET

#### **Self Awareness and organizational awareness – with a specific focus on gender & cultural diversity**

- Challenges with respect to diversity and inclusion
- Self Awareness and awareness about organizational pitfalls (e.g. Unconscious bias, similarity bias, affinity bias; interaction of various diversity dimensions)
- Experience exchange
- Solutions, lessons learned & best practices

## INFO ABOUT THE LECTURER



### **Prof. Marion Festing**

Prof. Dr. Marion Festing holds the [Chair of Human Resource Management and Intercultural Leadership at ESCP Business School Berlin](#) and is additionally Co-Director of ESCP's latest new [Chair of Women in Finance](#). She is the founder and Academic Director of the [Talent Management Institute \(TMI\)](#), as well as the [Excellence Centre for Intercultural Management and Diversity \(CIMDI\)](#). Marion Festing teaches on topics of (international) human resource management, leadership and intercultural management in master programs as well as in executive education. She is the author of numerous scientific publications, [including one of the world's leading textbooks "International Human Resource Management"](#). Her research fields include "Talent Management", "Diversity & Inclusion", "International Human Resource Management", "New Ways of Working" and "Sustainable HRM", often with a focus on gender diversity. She developed ESCP's high-quality and highly sought-after executive education program ["Women in Leadership"](#) and the award-winning serious game ["Moving Tomorrow"](#) on the topic of intercultural leadership, integrated into an innovative teaching format. Marion Festing gives keynote speeches and moderates events on these topics.



INTERNATIONAL  
**BIATHLON**  
UNION

© MARCH 2024

[www.biathlonworld.com](http://www.biathlonworld.com)

Sonystrasse 20, 5081 Anif b. Salzburg, Austria

**ABOUT IBU** The International Biathlon Union (IBU) is recognised by the International Olympic Committee as the international governing body for the Olympic sport of biathlon. Headquartered in Anif near Salzburg, the IBU is a non-profit organisation registered in Austria that regulates the sport and oversees competition organisation world-wide. In cooperation with its 61 member national federations, the IBU uses competitions, events, programmes and other activities to promote and develop participation in Biathlon throughout the world.