

PRESENTS:



3 & 4 June 2009, Madrid, Spain

2009

Diversity Pays

Diversity & Inclusion:

A strategic driver of competitive advantage and the bottom line

-  Connect, learn & network at our event dedicated to ROI
-  Treat yourself to our VIP pass!
-  Listen to & benchmark with leading diversity professionals from USA and throughout Europe
-  Register early & benefit from our EXCLUSIVE offer
-  Come & join us in Madrid to network in the friendly & informal Spanish style!

In collaboration with:

Diversity Pays

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Confirmed experts from leading diversity companies:



Jean-Michel Monnot
VP Group Diversity & Inclusion
SODEXO (FR)



Tony Goodwin
C.E.O & Founder
ANTAL INTERNATIONAL (UK)



Mike Davis
Director of Diversity & Inclusion
DLA PIPER (USA)



Beatrice Achaleke
Co-Founder
BLACK EUROPEAN WOMEN'S COUNCIL (BE)



Shari Slate
Global HR & Inclusion Director
SUN MICROSYSTEMS (USA)



Lois Cooper
VP Employee Relations & Diversity
ADECCO (USA)



William Rollack
Head of Diversity & Inclusion
ADECCO (USA)



Myrtha Casanova
Founder
EUROPEAN INSTITUTE FOR MANAGING DIVERSITY (ES)



Rachel Osikoya
Head of Diversity, Inclusion & CSR
STANDARD BANK (UK)



Nadia Younes
VP Global Head Diversity & Inclusion
NOVARTIS (CH)



Dr Chris Metzler
Associate Dean
GEORGETOWN UNIVERSITY (USA)



Dr Elisabeth Kelan
Lecturer in work & organizations in the Department of Management
KING'S COLLEGE LONDON (UK)



Todd Corley
Senior Vice-President, Diversity & Inclusion
ABERCROMBIE & FITCH (UK)



Wendy Papworth
Head of Workforce Diversity NE/ SW Europe
IBM (UK)

OBTAIN NEW INSIGHTS DURING INTERACTIVE SESSIONS ON THE FOLLOWING:

- ✿ Developing diversity scorecards designed for performance and measurable results
- ✿ Measuring KPI's in a global context: Theory or reality?
- ✿ Understanding how advances in technology and other areas will increasingly transform global workspaces, D&I efforts and corporate cultures
- ✿ Distinguishing between diversity and inclusion
- ✿ Leveraging diversity initiatives to foster creativity and innovation
- ✿ Evolving into a broader global version of a multilingual, cross-cultural workforce linked to strategic business goals



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DAY 1, 3rd June 2009

09:00 CONNECTING WELCOME & OPENING

ICE BREAKING SPEED NETWORKING - GETTING TO KNOW EACH OTHER

09:15 OPENING REMARKS FROM THE CHAIRPERSON

09:30 OPENING PRESENTATION

DEVELOPING AND ADAPTING THE CORPORATE CULTURE

- > Changing the parameters influencing the culture
- > Introducing paradigms and problem-solving models
- > Strengthening alliances with colleagues to create a unified vision
- > Building on the organic corporate culture

Pre-confirmed: **AMERICAN EXPRESS**

10:15 KEYNOTE CASE STUDY

SUCCESSFULLY GLOBALISING DIVERSITY ISSUES

- > Tailoring diversity policies and practices to the new cultural and business order
- > Evolving into a broader global version of a multilingual, cross-cultural workforce linked to strategic business goals
- > Benefitting from the increase in capital, labour and business ideas which are flowing around the world more than ever before
- > Communicating effectively between global offices and suppliers

Tony Goodwin, C.E.O & Founder
ANTAL INTERNATIONAL (UK)

11:00 CONNECTING BREAK

11:30 KEYNOTE CASE STUDY

RETAINING TOP TALENT IN A TIME OF CRISIS

- > Developing a retention strategy and how to identify top talent
- > Implementing creative programs to retain top talent and crafting a clearly articulated plan of action to address succession
- > Linking the compensation of executives and managers to their retention of top talent
- > Identifying your value-proposition to your employees

Pre-confirmed: **BURGER KING**

12:15 KEYNOTE CASE STUDY

ENHANCING AND EMPOWERING CORPORATE CULTURES: TECHNOLOGY, DIVERSITY AND INCLUSION AS DRIVERS OF COMMUNITY BUILDING, INNOVATION, CREATIVITY, FLEXIBILITY AND PROFIT

- > Understanding how advances in technology and other areas will increasingly transform global workscapes, D&I efforts and corporate cultures
- > Utilizing technology and the virtual world to enhance D&I efforts, community building and the bottom line
- > Innovative corporate-supplier and public-private partnerships that enhance the effectiveness and profitability of D&I efforts globally

Mike Davis, Director of Diversity & Inclusion **DLA PIPER (USA)**
Shari Slate, Global HR & Inclusion Director **SUN MICROSYSTEMS (USA)**

13:00 CONNECTING LUNCH

14:15 KEYNOTE CASE STUDY

EMBEDDING DIVERSITY AND INCLUSION BEYOND HR

- > Generating innovation and development through Diversity
- > Gap between empirical research and application of models to foster creativity and innovation
- > Creating efficiency through meaningful employee engagement in the diversity management process
- > Measuring the quantitative and qualitative impact of diversity and inclusion

Myrtha Casanova, Founder
EUROPEAN INSTITUTE FOR MANAGING DIVERSITY (ES)

15:00 KEYNOTE CASE STUDY

IMPLEMENTING AND MEASURING EFFECTIVE KPI'S

- > Analysing Sodexo USA as a case study
- > Measuring KPI's in a global context: Theory or reality?
- > Strategy and measurement : the link
- > Developing diversity scorecards designed for performance and measurable results

Jean-Michel Monnot, VP Group Diversity & Inclusion
SODEXO (FR)

15:45 PARTNER'S SESSION

16:30 CONNECTING BREAK

17:00 KEYNOTE CASE STUDY

DIVERSITY AND THE GENERATIONS

- > Evaluating the different values and approaches each age group has towards issues
- > Making the connection between age, other dimensions of diversity and productivity
- > Focusing on how race and age shape employee outlook
- > Examining historical events have influenced both the approach to work as well as the meaning which employees attach to it

Wendy Papworth, Head of Workforce Diversity NE/ SW Europe, **IBM (UK)**

17:45 INTERACTIVE BEST PRACTICES WORKSHOP & PANEL DEBATE

EUROPEAN BASED CORPORATE D&I BEST PRACTICE

This will begin with a 25 minute presentation by Dr. Kelan on her recent research regarding the business value of diversity on teams. Then Dr Kelan will invite panel members to join her for a best practice panel discussion (roughly 30 minutes) followed by panel members joining small groups of participants to facilitate dialogue/sharing where each group will be given the opportunity to report their findings!

Session Guided and Facilitated by Dr Elisabeth Kelan, **KING'S COLLEGE LONDON**

PANELISTS:

Pre-confirmed: **JPMORGAN CHASE**
STARBUCKS
ARROW ELECTRONICS

19:15 CLOSING REMARKS FROM THE CHAIRPERSON

20:00 CONNECTING DINNER, FUN & SOCIAL NETWORKING



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DAY 2, 4th June 2009

08:30 OPENING REMARKS FROM THE CHAIRPERSON

08:45 KEYNOTE CASE STUDY

EXAMINING EFFECTING COMMUNICATION WITHIN A CULTURALLY DIVERSE WORKFORCE

- > Exploring the three levels of personal identity: universal, group, and individual
- > Looking at the concepts of privilege and prejudice and how these affect employee interaction
- > Defining how to be culturally savvy including the difference between cultural generalisations and stereotypes

Beatrice Achaleke, Co-Founder
BLACK EUROPEAN WOMEN'S COUNCIL (BE)

09:30 KEYNOTE CASE STUDY

CUSTOMER FOCUSED D&I AND THE D&I ROI PAY OFF

- > D&I has moved from a regulatory requirement to a critical factor in the war for talent to a business imperative both internally and externally as customers include an organizations focus on D&I as a factor in doing business with them
- > Adecco has developed a unique approach to building and tracking D&I ROI which they will share
- > Case study and recent examples as well as real \$ numbers tied to their success
- > Challenges and solutions to developing your own D&I ROI models

Lois Cooper, VP Employee Relations & Diversity
William Rollack, Head of Diversity & Inclusion, ADECCO (USA)

10:15 PARTNER'S SESSION

11:00 CONNECTING BREAK

11:30 KEYNOTE CASE STUDY

ENGAGING EMPLOYEES IN THE INCLUSION AND CSR AGENDA

- > Distinguishing between diversity and inclusion
- > Moving on from the traditional diversity agenda, how do we ensure that all employees are engaged in creating an inclusive and empowering culture to work in?
- > How we can utilise the CSR agenda to improve inclusion and employee engagement internally?

Rachel Osikoya, Head of Diversity, Inclusion and CSR
STANDARD BANK (UK)

12:15 KEYNOTE CASE STUDY

GENERATIONAL DIFFERENCES DEFINING FOUR GENERATIONS IN THE WORKPLACE

- > Generational context is not about age, but common experiences
- > Acknowledging your team's expectations, not just your own
- > Defining different to be more than the negative connotation it holds
- > Age-ism is the death of any management strategy
- > Generational understanding does not take the place of concern for the individual

Invited: NOKIA

13:00 CONNECTING LUNCH

14:15 KEYNOTE CASE STUDY

EMBEDDING D&I BEYOND HR

- > Integrating diversity into standard Marketing and Sales practices
- > D&I: A conscious link with business goals, strategies and practices
- > Partnering D&I and marketing teams to benefit end users
- > Creating a proactive link to diversity and innovation; a work in progress

Nadia Younes, VP Global Head Diversity & Inclusion
NOVARTIS (CH)

15:00 KEYNOTE CASE STUDY

FOSTERING AND FACILITATING THE CREATIVE PROCESS

- > Supporting emergent creativity
- > Communicating & the rate of information flow: key to organisational creativity
- > Creating tightly connected communities of practice from a diverse workforce
- > Focusing on whole individual: no pigeon holes or job title boundaries

Invited: BBC

15:45 CONNECTING BREAK

16:15 INTERACTIVE DISCUSSION - PANEL /DEBATE

LOOKING TO THE ECONOMIC UPTURN

- > What are the practices we can put in place now to hold on to top staff when the boom arrives?
- > How can we ensure that we capitalise on the strengthened economy immediately?
- > Corporate Cultures: how to use the diverse workforce built during harder economic times to our advantage
- > Will the younger generations have learned to be loyal?

17:15 CLOSING REMARKS FROM THE CHAIRPERSON & FROM CONNECTING GROUP