



7TH DIVERSITY & INCLUSION SEMINAR 2014

**20TH & 21ST FEBRUARY
BARCELONA**

DIVERSITY AT THE CROSSROADS
IS IT TIME FOR A NEW MODEL?

**ICON GROUP
INNOVATIONS**

SPEAKERS



Lisa Kepinski (Event Chair)

Founder & CEO / INCLUSION - INSTITUTE

Lisa brings over 20 years experience working in diverse, global environments in HR functions of Diversity & Inclusion (D&I), Staffing, and Learning & Development, in addition to PR/Communications. Lisa has been a senior Global Diversity & Inclusion executive with AXA, Microsoft, & Hewlett-Packard setting strategic direction internationally. In 2013, Lisa launched the Inclusion-Institute focused on research, consultancy, training, & coaching. Her special expertise in organizational development integrated with D&I make her a unique resource for change at all levels, from the individual to the systems level. Lisa brings deep content expertise on many dimensions of diversity & inclusion, works closely with executive leadership teams, influences for results, coaches & builds awareness, and drives organizational change through collaboration with key partners.



Sylvia Ann Hewlett

Economist / Author / Founder of Center for Talent Innovation

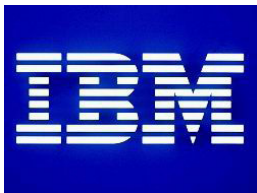
Sylvia Ann Hewlett is an economist and the founder and CEO of the Center for Talent Innovation. She founded and chairs a task force for Talent Innovation of seventy-five multinational companies. Hewlett is the author of ten Harvard Business Review articles and ten critically acclaimed books. She is currently ranked number eleven on the Thinkers50 list of the world's most influential business gurus. Hewlett is a sought-after speaker on the international stage. She has keynoted International Women's Day at the IMF, given the featured address at Pfizer's Emerging Markets Leadership Summit in Dubai, and spoken at the White House. She is a frequent guest on TV and radio programs, appearing on The Oprah Winfrey Show, The NewsHour with Jim Lehrer, Charlie Rose, ABC World News Tonight, The Today Show, The View, BBC World News, and Talk of the Nation.



Nathalie Malige (Gold Partner)

CEO / DIVERSEO

Nathalie Malige is CEO of Diverseo and professor of diversity management at ESCP Europe. With her partners, she developed an innovative approach that enhances the effectiveness of HR strategy, management consulting and training with the latest research in mind sciences –neuroscience and cognitive psychology. This approach has already shown significant breakthroughs in increasing the number of international managers or women in senior ranks in global corporations. Nathalie has a strong background in international strategy and change management in Fortune 500 companies. Nathalie started her career in marketing at Procter & Gamble and Diageo. She then joined McKinsey and Company, expanding her expertise in strategy and general management consulting.



Mr. Yves Veulliet

Author & Diversity & Inclusion Program Manager Europe Major Markets
& Diversity Leader BeNeLux / IBM

Involved in developing the strategic direction and vision of an organization: since 2005 I have been developing and implementing strategies and programmes to support IBM's workforce diversity policies in the area of inclusion and employment of people with disabilities and generational diversity issues.



Asia - Pacific Leader / PEPSICO
(tbc)



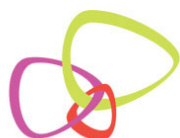
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**European
PWN** Professional
Women's
Network

Rebekah Steele

Senior Fellow / THE CONFERENCE BOARD

Alongside my responsibilities as Principal at Diversity Breakthroughs, I provide comprehensive D&I strategy and expertise for The Conference Board and blog for The Human Capital Exchange™. Previously, I launched and led global and local D&I strategies in half a dozen companies including Amoco, AlliedSignal, Honeywell, and BlackBerry. As founder, President and Chair of Tostan Canada, I also help with social transformation for human rights and gender balance in Africa. I look forward to exchanging fresh ideas and making meaningful connections with others at the conference.

Sue Johnson

Global Head of Diversity & Gender Balance / NESTLE

Sue is responsible for broadening and deepening the Diversity of the Nestlé employee base of 280,000 people, working in over 100 Countries around the world. She works closely with the Executive board of Nestlé, particularly the Deputy Executive Vice President for HR, advising on strategies and KPI improvements. Sue is the founder of the International Dual Career Network, linking over 30 Multinationals together to "give insight into the rules of the game" and provide visibility on job availability to international spouses of employees.

Joan Buccigrossi, PhD

Director Global Inclusion and Engagement / Rockwell Automation

Dr. Joan Buccigrossi is a highly regarded leader in diversity and inclusion. She has extensive global corporate and consult- ing experience and proven skills in leadership development, cultural change, race relations, organizational development, and employee engagement. In her current role as director of Global Inclusion and Engagement for Rockwell Automation, Joan leads the company's diversity, inclusion and engagement efforts world-wide, in partnership with business leaders, employees, and HR professionals. Throughout her career, Joan has gained international experience consulting with global companies such as Whirlpool, GE, and Mobil Corporation (now Exxon/Mobil).

Kevin Cavanaugh

Head of Human Resources / AMAZON

Experience as a full HR Generalist including the areas of Talent Management, Recruiting, Manager Excellence, Compensation & Benefits, etc. Have worked in 3 regions of the world as an HR professional (North America, Latin America and Europe) and speak fluent Spanish as well as basic French.

Charlotte Sweeney

President EPWN (European Professional Women's Network - UK)
& Former International Head of Diversity & Inclusion / NOMURA

Charlotte is an experienced and pragmatic change agent with over 20 years experience of leading significant change programmes in large global organisations, coaching, facilitation and training. She is a strategic thinker with expert knowledge of equality, diversity, inclusion, health & wellbeing, change management, employee engagement and corporate culture shift at a global and local level, with a clear link to business performance. Show, The View, BBC World News, and Talk of the Nation



WELCOME

Icon invites you to celebrate the 7th annual edition of the international **Global Diversity & Inclusion Seminar** in Barcelona. This event is one of Europe's longest running and most talked about corporate focused diversity & inclusion seminars, something we are very proud of.

To mark this edition we are bringing together many of the world's leading minds in the area of diversity and HR. Key to this year's seminar will be connecting everyday practitioners, C-level, Board level representatives with authors and professors from some of the world's most recognized companies and institutions in driving innovation and effective thinking. This year's seminar will undoubtedly be one of our most comprehensive agendas yet.

Many organizations still struggle with "The Business Case" as their journeys take them through the existing and ever evolving facets of inclusion and diversity. For 7 years now we have examined the most innovative approaches, strategic models and amazing success stories, however it is also essential to review informative failures, providing practical insights for organizations to improve on their strategies, ultimately enhancing the business in terms of sustainability and the bottom line. An all encompassing two days of debate sessions, roundtable discussions, presentations and workshops will explore how diversity can help organizations in Diversity Innovation / Female Leadership / Linking Diversity to Engagement / Sponsorship / Diversity Leadership Metrics / Business Growth and more.

The 2014 edition will once again ask the bigger, more challenging questions and we invite you to join this prestigious event. See you in Barcelona!

WHO SHOULD ATTEND

- C-Level Executives
- VP's & Global Heads of Diversity & Inclusion
- SVP's of Human Resources & Group HR Directors
- Regional Heads of Inclusion & Diversity
- Heads of Organisational Development
Leadership Development
Talent Management
- HR Directors & other related areas

PREVIOUS ATTENDEES INCLUDE

Adidas · Airbus · Arla Foods · Asda Walmart · Astrazeneca · Atos Origin · BAE Systems · Barclays · BAT · Bayer · Beiersdorf · BG Group · BNP Paribas · Boehringer Ingelheim · BP · Bristol Myers Squibb · BT · Cargill Carrefour · C&C Group · Cisco · Coca Cola · Continental · Cooper Industries · Daimler · Danone · Dell Deutsche Bank · Deutsche Telekom · DHL · Diageo · DNV · EADS · Etisalat · Ferrero · GDF Suez · GM · GlaxoSmithKline · Genzyme · Henkel · H&M · HP · HSBC · IBM · IE Business School · J&J · L'Oreal · Mattel McDonalds · Medtronic · Microsoft · Munich Re · Nespresso · Nestle · Nokia · Novartis · Novo Nordisk Oracle · Orange · P&G · PepsiCo · Philips · Randstad · Reckitt Benckiser · Renault · Roca · Roche · Sanofi Aventis · Sara Lee · Seat · Shell · Siemens · Smith & Nephew · Sonaeocom · Standard Chartered Telefonica · Tetra-Pak · Thomson · Toyota · UBS · Unilever · Velcro Europe · Vestas · Vodafone · Zurich

AGENDA

THURSDAY 20TH FEBRUARY

08:30 **MORNING WELCOME TEA & COFFEE RECEPTION**

08:45 **CHAIR INTRODUCTION**

Lisa Kepinski
Founder Inclusion-Institute
Former Chief Diversity & Inclusion Officer / AXA

MODULE 1: **DIVERSITY INNOVATION**

08:50 *Sylvia Ann Hewlett*
Author / Economist /
Founder of Center for Talent Innovation

Keynote: **"Innovation, Diversity and Market Growth"**

For leaders of multinational companies, innovation is the Holy Grail. Nothing impacts the bottom line more powerfully than a product or service that levers open a whole new market. But what—or who—drives innovation? Talent management professionals have long suspected that diversity plays a pivotal role. Yet what they haven't been able to get from any of the business gurus is hard data showing how diversity kicks in.

09:50 Workshop: **"Where is diversity Failing - where is it going wrong?"**

Brand new research from the Center for Talent Innovation shows precisely how diversity unlocks innovation and drives growth. Our findings quantify, for the first time, the "diversity dividend" that inclusive leadership reaps from a diverse workforce: greater market share and a competitive edge in accessing new markets. When leaders embody diversity and their leadership culture embraces diversity, they create a "speak-up culture" that harnesses "point-of pain" insights to meet the needs of under-served demographics—a dynamic that exerts a measurable impact on the bottom line.

10:50 **Coffee & Networking Break**

MODULE 2: **DIVERSITY & TALENT DEVELOPMENT**

11:10 *Nathalie Malige*
CEO & Founder / DIVERSEO

Gold Partner Session: **Overcoming Unconscious Bias through science (TBA)**
Presentation Details announced shortly.

MODULE 3:

THE **ORGANIZATIONAL DEVELOPMENT APPROACH**

12:10

*Charlotte Sweeney**President EPWN (European Professional Women's Network)**Former International Head of Diversity & Inclusion / NOMURA*

Workshop:

What to do when D&I Initiatives get stuck? Using an OD approach

Many organisations have focused on delivering a Diversity & Inclusion Programme for a number of years, some are only just starting on their journey. One of the most frustrating elements of delivering the change is what to do when progress stalls or gets stuck, regardless of the maturity of the programme.

This workshop will:

- Take you through the steps to identify what has caused progress to stall or get stuck, using a Change Approach
- Identify what actions should be taken to remove the 'progress blockage'
- Identify the root cause of issues within the workplace and how to address the cause rather than the symptom

13:25

Working Luncheon

MODULE 4:

THE BUSINESS CASE FOR LGBT

15:00

*Kevin Cavanaugh**Head of Human Resources / AMAZON*End-User
Session:**THE LGBT JOURNEY**

Join us for this session where Kevin Cavanaugh will discuss in-depth his plethora of experience and LGBT findings over his extensive 20+ years as Head of HR and Diversity roles in many major multinational organizations and multicultural environments.
(*more details announced shortly)

MODULE 5:

CHANGING THE GAME

15:45

*Rebekah Steele**Senior Fellow / THE CONFERENCE BOARD*

Workshop:

"Inclusion through Innovation"

Create the future to achieve the things you care about most in this interactive transformation lab. If you realize that the future needs something different from the past to achieve results that matter to you, join us to design new and inclusive ways of working that can bring about better outcomes.

- EXPLORE new perspectives and ways of working to flourish by addressing systemic unconscious bias.
- DESIGN innovative prototypes fostering inclusive ecosystems for your self, team, organization, and society.
- CREATE a practical plan to seize opportunities that make the most of innovation and inclusion to achieve results that matter.

17:15

CHAIR REVIEW PANELInteractive
Panel:

Day 1 ends with an open panel discussion with the speakers from the day, discussing the high-points and questions from the floor.

Panelists:

*Sylvia Ann Hewlett / Author / Economist / Thought Leader**Nathalie Malige / CEO / Diverseo**Charlotte Sweeney / President / EPWN UK**Rebekah Steele / Senior Fellow / The Conference Board*

18:15

End of Day 1.

AGENDA MODULES

FRIDAY 21ST FEBRUARY

MODULE 6: DIVERSITY & INCLUSION IN A DIGITAL WORLD

09:00 *Sue Johnson*
Global Head of Diversity & Gender Balance
NESTLE

End-User Presentation: Sue Johnson shares her experience and findings on Nestle's fresh approach to Inclusion & diversity y embracing and utilising ever evolving froms of digital engagement and social media.
(More details announced shortly)

MODULE 7: DIVERSITY ENGAGEMENT

09:45 *Joan Buccigrossi, PhD*
Director Global Inclusion and Engagement
Rockwell Automation
 &
Jeanine Prime (tbc)
Vice President, Research Center for Advancing Leader
Effectiveness / CATALYST

Tandem Case study: **Engaging the white male: Can Training Help Create Inclusive Workplaces?**

Joan Buccigrossi, PhD, Director Global Inclusion and Engagement will discuss the approach her company, Rockwell Automation, has taken to create a culture of inclusion by engaging white men as change agents. In particular, she will discuss key research findings from a study entitled, "Calling All White Men: Can Training Help Create Inclusive Workplaces?" This research was conducted by Catalyst and examines the effectiveness of inclusion training with a specific emphasis on enabling white men to partner and lead change efforts. Dr. Buccigrossi will also discuss how the training fits into a strategic framework of improving inclusion and engagement at Rockwell Automation.

10:45 **Coffee & Networking Break**

MODULE 8: FEMALE LEADERSHIP & INCLUSIVE LEADERSHIP

11:05 *PEPSICO ASIA-PACIFIC*
(TBC)

12:20 **Working Luncheon**

14:00 **Linking Inclusion & Diversity to Business Performance**
(TBA)

Knowledge Partner Study: Engagement network: The diversified workforce : Embracing diversity and equality for a more inclusive organisation

MODULE 9:

WINNING IN THE MARKETPLACE WITH PEOPLE WITH DISABILITIES

15:00

Yves Veulliet

*Diversity & Inclusion Program Manager Europe Major Markets
& Diversity Leader BeNeLux / IBM*

**End-User
Session:**

Culture & Disability:

Different perceptions of disability and their impact on the inclusion of people with disabilities in the marketplace and the society

- Disability: myths and reality
- Why including people with disabilities in your work force
- Inclusion and accommodations: best practices

16:00

Coffee & Networking Break

16:15 Interactive
Round-
table:

DIVERSITY MIND LAB - INTERACTIVE SESSION

The Diversity Mind Lab session will encourage all participants to engage in a series of round-table discussions regarding the different topics that have been presented so far during the event. A selection of our speakers will rotate around the various groups to add input and promote alternative perspectives for progressive discussion.

FINAL SESSION

CHAIR'S COMPLETE EVENT ROUND-UP & KEY FINDINGS REPORT

**FLOOR
Q&A**

This session will see the Chair discuss in more depth the main points of the Mind Lab Session while offering a final opportunity to raise your questions to the floor before compiling the "Hot Point" summary of the events's most important highlights and take-aways!

17:15

Event Close.

7TH D&I SEMINAR REGISTRATION FORM

20 & 21ST FEBRUARY 2014 - BARCELONA

REF: 7DIGP

* SUPER EARLY BIRD OFFER - NOW OPEN *

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Offer closes 30th November

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Delegate name: _____ Mobile: _____

Email: _____ Vegetarian Yes / No: _____

Job Title: _____

2nd Delegate: _____ Mobile: _____

Email: _____ Vegetarian Yes / No: _____

Job Title: _____

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All rates + 3.52% Credit Card Processing Fee where applicable

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Super Early Bird	Nov 1st – Nov 30th	€ 1,395		€ 2,495	
Early Bird	Dec 1st – Dec 31st	€ 1,595		€ 2,795	
New Year Offer	Jan 1st – Jan 31st	€ 1,795		€ 3,195	
February Rate	Feb 1st – Feb 10th	€ 1,995		€ 3,395	

ADD ON:

*Evening Networking Dinner 20th February (€85 p/person) – Tick Here to Join

☐

Signature: _____

Date: _____

scan and send to:
abraham@iconeventsinternational.com

or fax:
+34 933 807 627

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