

*A Celebration...*



# Diversity & Inclusion 2012

5TH ANNUAL  
INTERNATIONAL  
EDITION

BARCELONA  
23 & 24 FEBRUARY



#Diversitybcn

# our speakers



## Abercrombie & Fitch

*VP Diversity & Inclusion*  
Todd Corley  
ABERCROMBIE & FITCH



*CEO*  
Nathalie Malige  
DIVERSEO



*Head of Diversity & Inclusion EMEA*  
Mark Edgecumbe  
GOOGLE



*Managing Director(ES)*  
Jose Manuel Petisco  
CISCO



*Former Head, Global D & I*  
Martha Artiles  
MANPOWER



*Architecture Director*  
Gloria Lorenzo  
ORACLE DEVELOPMENT CENTRE



*VP Diversity & Inclusion*  
Maurice Cox  
PEPSICO



*Global Head of Diversity & Inclusion*  
Adam Travis  
NOKIA



*President & Founder*  
Helena DeFelipe  
AFAEMME



*Global Diversity, Talent & Inclusion APAC*  
Keerthana Mohan  
GOOGLE



*Head of Audit & LGBT*  
Vincent Francois  
SOCIETE GENERALE



*Managing Director*  
Uwern Jong  
BOUTIQUE MARKETING

*with more to come...*

# Diversity & Inclusion 2012

5TH ANNUAL  
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## *Bienvenido, Benvinguts, Welcome...*

Icon Events International welcomes you to celebrate our 5-year milestone anniversary of this unique learning event in a luxurious setting in the beautiful city of Barcelona.

To mark this special occasion we are extending the seminar to cover 2 full days of expert presentations and interactive discussion groups exploring the main themes of Women in Leadership, Diversity & Talent Management & Successful Global Strategies, with a full table of extra topics.

This 5th edition promises to be an extraordinary event featuring renowned expert speakers and senior level executives representing the world's largest companies that value diversity & talent, embrace change and strategically align these business practices to positively impact their organisations.

So we invite you to join us for this unique learning experience and enjoy the fantastic networking opportunities, cocktail functions, evening meals and fabulous prizes in a first-class venue.

## **Global Diversity / Women in Leadership / Talent Management / Diversity Marketing**

### ***Main Topics:***

- Economic Rationality for Diversity in Corporations
- Inclusive Leadership
- How to gain true ROI from your D&I Processes
- Leveraging Diverse Pools of Talent within your Organisation
- Women in Leadership
- Gender Balance
- Women & the Talent Pipeline
- Understanding Disabilities & Best Practices
- LGBT & Resource Groups
- Employee Networks - Current Trends & Value Propositions
- Improving the Quality of HR Processes by Highlighting & Reducing Unconscious Bias
- Diversity in Emerging Markets
- Diversity & Inclusion, Next Generation

With more speakers, more interactive debate sessions & additional workshops than ever before, the 5th edition proves to be "THE" diversity event to start your 2012.

*So we invite and welcome you to join us for this seminar and look forward to seeing you in Barcelona.*

## Icon is proud to welcome our event chair Dr. Marit Hoel

Dr.philos. Marit Hoel is the founder and CEO of the Center for Corporate Diversity in Norway. The objective of the Center is to present the case for diversity in business and also to insure that the Nordic business community recognises and utilizes the growing awareness of business ethics and corporate social responsibility.



From 2003-2008 CCD/Marit Hoel was commissioned by The Ministry for Trade and Industry to analyze the development of women board directors in public limited companies in Norway, targeted by the quota law of 2003.

Dr. Marit Hoel was previously the Research Director at the Institute for the Studies of Higher Education and a Research Fellow at the Institute for Social Research in Oslo, Norway. In 2000, Marit arranged Norway's first seminar on "Leadership-Equality-Diversity" where she presented her report on the emerging strength and competence of business-women in Norway. Marit has also published many articles and several books on the topic of women and work.

In November 2008 Marit Hoel received The World of Difference 100 Award at a TIAW Award Gala in Toronto, Canada. Marit Hoel is often sought after by Nordic and international media for comments and analysis of measures taken in different countries to enhance women's participation in corporate leadership. She is a frequently sought after speaker in international corporate and public conferences.

## Gold Partner



Diverseo helps large organizations improve quality of decision making and better leverage a wide range of talents. Our unique approach integrates business consulting with mind sciences to generate effective change in both organizational structures and individual behaviors.

## Bronze Partners



## Media Partners



09:15 - 09:45

Registration & Welcome Reception Sponsored by our Bronze Partner **Abercrombie & Fitch**

09:45 - 10:00

Chair's Opening comments & Introduction: **Marit Hoel** is the Founder & CEO of the Center of Corporate Diversity in Norway. **Marit** will be acting as chair for this event.

## GLOBAL DIVERSITY STRATEGIES

10:00 - 10:30

### Morning Energizer Session: Diversity & Inclusion, Global Perspective

Join us for this first "Energizer" session where three of our guest speakers will give a brief overview of current trends from the US, European and Asia-Pacific perspectives

*VP Diversity & Inclusion / **PepsiCo** / Maurice Cox*

*Global Diversity, Talent & Inclusion, APAC / **Google** / Keerthana Mohan  
Head of Global Diversity & Inclusion / **Nokia** / Adam Travis*

10:30 - 11:10

### Bronze Partner Session: Successful Diversity, Inclusion & Equality Initiatives Require

- Engage employees across generational differences
- Utilize creative learning platforms to build leadership commitment and an emotional attachment
- Build cultural dexterity, to effectively manage these initiatives in a U.S. and non-U.S. setting

*VP Diversity & Inclusion / **Abercrombie & Fitch** / Todd Corley*

11:10 - 11:40

Coffee & Networking Break Sponsored by our Bronze Partner **Abercrombie & Fitch**

11:40 - 12:20

### Keynote Session: Inclusive Leadership

With over 28 years dedicated to PepsiCo, Maurice Cox will draw upon his vast experience in sharing PepsiCo's journey and the on the importance of Inclusive Leadership.

*VP Worldwide Diversity & Inclusion / **PepsiCo** / Maurice Cox*

12:20 - 13:00

### Panel Discussion: Global D&I Strategies

Join us for this interactive panel discussion with this mornings' speakers, exploring further your specific challenges from the floor.

**Moderator:** Marit Hoel

*VP Diversity & Inclusion / **PepsiCo** / Maurice Cox*

*VP Diversity & Inclusion / **Abercrombie & Fitch** / Todd Corley*

*Head of Global Diversity & Inclusion / **Nokia** / Adam Travis*

*Global Diversity, Talent & Inclusion, APAC / **Google** / Keerthana Mohan*

13:00 - 15:00

Working Lunch

## WOMEN IN LEADERSHIP & GENDER BALANCE

15:00 - 15:40

### Chair Presentation: Corporate Diversity Women at the Top

- The Economics of Gender Diversity and Inclusion in the Nordic Countries (part of why Nordic economies are doing well)
- The Economic rationality for Diversity in Corporations.

*Event Chair / Marit Hoel*

## 15:40 - 16:20 End User Presentation: Best Practices in Gender Diversity

Hear from Adam Travis how Nokia has successfully implemented some exciting new approaches during the last 12 months in Gender Balance.

*Head of Global Diversity & Inclusion / Nokia / Adam Travis*

## 16:20 - 16:30 Blackberry Breather

## 16:30 - 17:10 Gender Balance Workshop

## 17:10 - 17:40 Event Partner Session: Women in Leadership (Southern Europe - The Journey)

Afaemme, The Association of Organisations of Mediterranean Businesswomen, have been working intensively on improving the situation of women in decision-making roles. Here the President will discuss the obstacles, successes and failures they have experienced in their journey so far.

Facts:

- Three-quarters of Europe's population live in the Mediterranean
- Half of the inhabitants of the Arab countries live in the Mediterranean
- 51% of the Mediterranean people are women
- Talent has no Gender

*President / Afaemme / Helena DeFelipe*

## 17:40 - 18:00 End of Day Round-up

To finish day 1, event Chair, Marit Hoel, will discuss briefly the highlights and takeaways from the day sessions to take into the Diversity Mind Lab session on Day 2.

18:00 End of day 1

## POST EVENT WORKSHOPS

18:20 - 19:00

### Stream 1: Disabilities

#### Understanding Disabilities & Best Practices

- Global demographic realities - Mature Workers & People with Disabilities
- People with Disabilities - Valuable consumers and a rich source of talent
- Best practices on how to include disability within your Diversity Strategy

*Martha Artilos*

*Former, Head of Global D & I*

*Manpower*

### Stream 2: LGBT

#### Understanding LGBT & Best Practices

Since forming Soc-Gen's LGB Network one year ago, Vincent has seen a rapid increase in members and is already making an impact. The aim is to champion LGB issues, contribute to the bank's D&I agenda and raise awareness around legislation along with encouraging the recruitment and retention of LGB employees.

*Vincent Francois*

*Head of Audit & LGBT*

*Societe Generale*

8:30pm

Cocktail Reception (TBC)

9:15pm

Evening Meal & Networking Function by **Diverseo (Gold Partner)**

Join us in celebrating this 5th year anniversary at our evening dinner where you can engage and network with fellow speakers and delegates in a warm and relaxed environment.



WOMEN IN LEADERSHIP & TALENT MANAGEMENT

09:00 - 09:20 **Energizer Session: Women Leadership at Oracle**

- A different approach, not driven by HR or Diversity/Inclusion organizations
- Women's role impacting organizations – how much power we have to influence Diversity & Inclusion
- We are not alone – engaging other external companies and organizations
- Women and technology – how new technology help us to leadership
- Obstacles and Opportunities

*DR Architecture, European Development Centre / Oracle / Gloria Lorenzo*

09:20 - 10:00 **Panel Discussion: Women & The Talent Pipeline**

Join us for this interactive panel discussion with this afternoon's speakers, exploring further your specific challenges regarding Women in Leadership & Gender Balance.

**Moderator:** *Gloria Lorenzo*

*VP Worldwide Diversity & Inclusion / PepsiCo / Maurice Cox*

*VP Diversity & Inclusion / Abercrombie & Fitch / Todd Corley*

*Global Diversity, Talent & Inclusion, APAC / Google / Keerthana Mohan*

*Former, Head of Global D & I / Manpower / Martha Artiles*

GOLD PARTNER: DIVERSEO

10:00 - 10:55 **Gold Partner Session: Leveraging Unconscious Bias Training**

**Involving CEOs and transforming a corporation by using new tools to address both unconscious and explicit barriers to Diversity**

- Leveraging unconscious bias training to instigate behavioural change in the Executive Committee & have Excom mem- bers agree on a 3-year global action plan
- Systematically linking how diversity could contribute to the achievement of strategic goals at the group and division levels, setting strategic priorities
- Performing a systematic identification of the key barriers to overcome, identifying and measuring both unconscious implicit- attitudes and organizational -explicit- barriers

*CEO / Diverseo / Nathalie Malige*

10:55 - 11:50 **Diversity Mind Labs: Round Table Discussion Workshop**

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 the various groups to aid input and promote alternative perspectives for progressive discussion.

11:50 - 12:10 Coffee & Networking Break

DIVERSITY & TALENT MANAGEMENT

12:10 - 12:50 **Keynote Session: Successful Diverse Talent Management Techniques**

- Attaining Buy-In to ensure diversity is a key element of the business strategy
- Attracting diverse talent with innovative recruitment & marketing strategies
- Retaining & leveraging diverse talent

*Speaker (TBA)*

13:00 - 15:00 Working Lunch

## TALENT MANAGEMENT & RE-INVENTING EMPLOYEE NETWORKS

15:00 - 15:40 **End-User Session: Achieving Disability Confidence**

At Cisco our goal is to achieve "disability confidence."

Jose Manuel Petisco will discuss the successful Cisco offices, labs, and systems that accommodate employees with disabilities. He will also take us through the The Cisco Disabilities Awareness Network (CDAN).

The second half of this presentation will be focused on Cisco's ERG programs.

Employee Resource Groups (ERGs) are no longer small, informal groups for people with common interests, identities, and issues. Representing nearly ten percent of Cisco employees in 2010, they are now partners that help build business results at Cisco. Here we explore the deeper laid successes and failures of these programs.

[Managing Director ES](#) / [Cisco](#) / [Jose Manuel Petisco](#)

15:40 - 16:20 **Employee Networks - Current Trends & Value Propositions**

Google's Head of Diversity EMEA joins us to share his knowledge that;

- Most companies have Employee Resource Groups
- How do you unlock their full potential and value to the organisation?
- Google have been successfully utilizing ERGs as a way to deliver competitive advantage
- How have Google used their ERGs to develop marketing strategies to diverse customer groups across the globe

[Head of Diversity & Inclusion EMEA](#) / [Google](#) / [Mark Edgecumbe](#)

## DIVERSITY MARKETING

16:20 - 17:00 **Bridging the Gap in Diversity Marketing Practices**

Diversity Marketing has rapidly become the priority on the agenda. We dedicate this final panel session to this hot topic and give you insights from the experts.

**Moderator:** [Managing Director](#) / [Boutique Marketing](#) / [Uwern Jong](#)

[VP Diversity & Inclusion](#) / [PepsiCo](#) / [Maurice Cox](#)

[Head of Audit & LGBT](#) / [Societe Generale](#) / [Vincent Francois](#)

[Head of Diversity & Inclusion EMEA](#) / [Google](#) / [Mark Edgecumbe](#)

[Head of Talent & Diversity](#) / [RBS](#) - (TBC)

17:00 - 17:20 **Seminar Round-Up**

In closing the event Chair, Marit Hoel, will again review the main talking points and takeaways from both days and finish with a general Q&A from the floor.

17:20

EVENT CLOSE

## Previous Attendees

Adidas · Abercrombie & Fitch · Alcatel Lucent · Allianz · AP Moller Maersk · Arcelor Mittal · Areva · Aviva · AXA · BAESystems · BBC · BSKyB · Bentley Motors · Bristol-Myers Squibb · Cargill · Catalyst · Cisco · Clifford Chance · Coca Cola · Daimler · Danone · Deutsche Telekom · Dexia · Diageo · Disney · EADS · Ebay · Ernst & Young · European Central bank · European Commission · European Parliament · Facebook · Ferrero · GM · Glaxosmithkline · Google · HBOS · Henkel · HP · IBM · ING · Insead · J&J · KPMG · L'Oréal · Mastercard · Microsoft · Motorola · NATO · Nestle · Nike · Nokia · Novartis · Novo Nordisk · OPEC · Orange · P&G · PepsiCo · Philips · Roche · Rolls Royce · Sanofi Aventis · Sara Lee · Schneider Electric · Shell · Sodexo · Swedbank AB · Swiss Re · Telefonica · Tetra-Pak · Total · UBS · UCB · Unicredit · Unilever · Vestas · Vodafone · World Bank · Xerox

## 3 SIMPLE STEPS TO REGISTER

52107GP

1

### DELEGATE DETAILS

COMPANY NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ JOB TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

MOBILE: \_\_\_\_\_ VEGETARIAN MENU (YES / NO ): \_\_\_\_\_

COMPANY VAT / TAX ID NUMBER: \_\_\_\_\_

2

### PAYMENT DETAILS

CREDIT CARD TYPE: VISA  MASTERCARD  AMEX

CARDHOLDER: \_\_\_\_\_ NUMBER: \_\_\_\_\_

EXPIRY: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

3

### PRICING (in euros).

(all rates + VAT / IVA @ 18% where applicable)

**Standard Rate: 2,095€**

Offers Include:

- 2 Day Seminar Pass
- Access to Day 1 Workshops
- Working Lunches
- Invite to Cocktail reception
- Invite to Evening Networking

#### DIVERSITY CHARTER OFFER

(please tick)

Nov 15th - Dec 15th	- 40%	1,257€	<input type="checkbox"/>
Dec 16th - Jan 15th	- 30%	1,466€	<input type="checkbox"/>
Jan 16th - Jan 31st	- 20%	1,676€	<input type="checkbox"/>
February		2,095€	<input type="checkbox"/>

**Standard Rate: 2,095€**

**Discount:**

**Total:**

**Signature:**

**Date:**

scan and send to:  
**abraham@iconeventsinternational.com**

or fax:  
**+34 933 807 627**

#### Terms & Conditions

1. Full payment is required within 10 days of receipt of this registration form. Once the registration form is received and the booking confirmation sent to the client by email the client agrees to all terms and conditions as stated.

2. In the event of a cancellation no refunds shall be made. Cancellations must be received by email or fax at least (4) weeks before the event date to obtain a full credit note to the value of the participation fee. This credit note can be used on any future event created and hosted by Icon Events Interna-

tional SL. Substitutions are allowed up to 3 days before the event commences.

3. All intellectual property rights in all materials produced or distributed by Icon Events International SL in connection with this event is- expressly reserved and any unauthorised duplication, publication or distribution is prohibited.

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want Icon to do this please tick here( ).

5. While every effort will be made to - adhere to the advertised package Icon reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as deems necessary without penalty and in such situations no refunds or alternative offers shall be made.

6. This agreement shall be governed and construed in accordance with the law of Spain and the parties submit to the exclusive jurisdiction of the Spanish law.