

**Blackbrooke Institute**

16 - 17 April 2007



# **Driving Diversity: The Power of Inclusion** CONFERENCE

2007 EUROPEAN YEAR OF EQUAL OPPORTUNITIES FOR ALL

This powerful event provides a forum for professionals to build a dynamic cross-functional team to develop an integrated diversity strategy across the organisation. Discover ways to:

- Actively support the attraction, development, retention & promotion of diverse talent
- Directly drive profits through diversity
- Leverage diversity initiatives to foster creativity and innovation
- Outline a strategic approach to diversity: how to get started and maintain momentum
- Identify which metrics can quantitatively prove diversity and inclusion success
- Create meaningful employee engagement in the diversity management process

**Join us to gain the power of inclusion for your organisation!**

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

# EVENT OVERVIEW

## DRIVING DIVERSITY: THE POWER OF INCLUSION

Diversity and Inclusion is key to tapping the potential of your human capital, which is why so many leading organisations view diversity and inclusion as a business imperative.

**This single business imperative heavily impacts some of the key challenges facing business today:**

- **Talent Management** – attracting and retaining a diverse pool of talent
- **Productivity** – maximising the full productivity potential of your workforce
- **Increased Sales** – gaining and keeping greater/new market share
- **Innovation** – creating a diversity of ideas & perspectives that sparks innovation

...and it's not just your organisation's internal potential that's changing - your customers are too.

2007 is the "**European Year of Equal Opportunities for All**" and heralds the changing face of Diversity and inclusion in the workplace.

No longer a case of identifying demographic groupings and meeting legal requirements for anti-discrimination, the focus for leading companies is on developing an inclusive corporate culture - and it's **driven by the bottom line**.

### Why We're Different

Blackbrooke Institute offers you insight into important and relevant topics presented by credible speakers and genuine industry experts. We create effective learning environments where you are able to exchange knowledge, cultivate insight and make sense of ideas that deliver results.

Our expert contributors focus on key issues and debates that are relevant to senior executives. We require presenters to focus on the topic at hand, rather than mentioning or selling their books, services or company. Our intimate, interactive sessions feature formats and approaches that will gain you maximum benefit.

We invite all confirmed participants to let us know prior to arriving what they would like to gain from the event. Your questions and issues are then provided to our expert contributors for inclusion in their sessions.

### Who You Will Meet & Who Should Attend

Researched with and developed for VP's, Directors, Senior Managers and Heads of:

Human Resources, Sustainability, Diversity, Communications, Employee Engagement, Performance Management, Talent, Supplier Management, Corporate Social Responsibility, Recruitment, HR Operations, Corporate Reputation, Leadership, Corporate Governance and Training & Development.

Enhance company wide diversity and inclusion initiatives within your organisation; bring colleagues and partners to benefit from the excellent learning and networking opportunities for all professionals who are responsible for your diversity agenda.

**Contact us today for details of special discounts for multi-discipline team attendees!**

**VISIT US ONLINE:**  
[www.blackbrooke.com](http://www.blackbrooke.com)



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16-17 April 2007

# SCHEDULE

## MONDAY 16 APRIL 2007 (WITH OPENING EVENT SUNDAY, 15 APRIL)

### Sunday 15 April 2007

19.30 – 21.30 **Wine Tasting** - A chance to taste and learn about wines and cavas from Spain and an opportunity to meet your conference peers.

### Monday 16 April 2007

08.00 – 08.30 **Registration and Coffee**

08.30 – 08.40 **WELCOME**

08.40 – 09.00 **OPENING ADDRESS FROM THE CHAIR**  
Director,  
**International Labour Organization**

09.00 – 09.30 **DEFINING DIVERSITY & INCLUSION**  
We start our day with an overview of what we mean by diversity and inclusion

- Informational
- Demographic
- Goal/Value

09.30 – 10.15 **BUSINESS CASE FOR DIVERSITY & INCLUSION**  
How does the effective implementation of diversity lead to attraction and retention of top talent, enhanced decision-making, increased creativity and productivity, stronger customer/market focus, and enhanced social performance and corporate image?  
Surinder Sharma, Director of Diversity, **NHS**

10.15 – 10.45 **Coffee Break and Networking**

11.00 – 11.45 **BUILDING A GLOBAL CULTURE OF INCLUSION**  
Pursuing a common, lawful, ethical and responsible corporate culture across the globe is a daunting task. This session examines the challenges faced by building a global culture of inclusion whilst navigating differing laws and cultural traditions. Hear how you can respect local ways and still build global commonalities in your management approach.  
VP Diversity, **Hewlett-Packard** (invited)

11.30 – 12.15 **ROUNDTABLE DISCUSSION**  
Featuring small, focused groups, our round-table discussions are highly interactive and "off-the-record".

12.15 – 13.00 **THE CHALLENGES OF ENGAGED CORPORATE LEADERSHIP**

- Hear how to embed inclusive leadership as corporate procedure
- Explore ways to help CEO better engage executive and non-executive directors in Diversity issues
- What you and your team can do to ensure your leaders' understanding of what's at stake  
Head of Leadership Diversity Team  
**Royal Mail PLC**

13.00 – 14.30 **Working Lunch**

14.30 – 15.30 **RAISING AWARENESS: Communicating a Culture of Inclusion**  
How to get all your employees to engage in the culture of inclusion experience. How do you get people across your company to think about decision and their resulting impact? What methods can you use to encourage inclusivity and does anything really work in practise? This session takes a detailed look at how to ensure diversity and inclusion are understood and embraced by employees.  
Strategic Communications Manager, Diversity and Inclusion, **BP**

15.30 – 16.00 **Coffee Break and Networking**

16.00 – 16.45 **MEASURING & MONITORING DIVERSITY**

- Designing valid and reliable metrics
- Carrying out measurements & analysis
- Developing ongoing reporting systems
- Communicating the results

Professor William Scott Jackson, **Oxford Brookes University**

16.45 – 17.45 **EXPERT PANEL: Six Strands of Diversity**  
Specialist guidance from representatives of various diverse groups will give you valuable insight and help you sort through your own best practice to effectively apply what you're discovering to your own initiatives.  
**ILGA, AGE, European Women's Lobby, Business for New Europe, European Race Equality, Business & Disability**

17.45 – 18.00 **Chair Summation of the Day**

18.00 – 20.00 **Free Time**

20.00 – 20.30 **Pre-Dinner Drinks**

20.30 – 23.30 **Event Group Dinner**



# SCHEDULE

**TUESDAY 17 APRIL 2007**

09.00 – 09.15 **Chair Introduction to Day 2**

09.15 – 10.00 **EMPLOYING DIVERSITY:  
The Next Decade of Talent Management**  
Identify key jobseeker motivations. What do minority groups look for in an employer? Is there such a thing as a 'no-go' sector for minority jobseekers? How do potential minority employees perceive employers?  
Head of Talent Management, **Sodexo**

10.00 – 10.30 **REACHING DIVERSE JOB SEEKERS:  
Employers and the Internet**

- Reaching the widest and most diverse pool of candidates
- Actively engaging and positioning with target communities via the Internet
- Communicating your organisation's commitment to diversity

10.30 – 11.00 **ROUNDTABLE DISCUSSION**  
Featuring small, focused groups, our roundtable discussions are highly interactive and "off-the-record".

11.00 – 11.30 **Coffee Break and Networking**

11.30 – 12.15 **DIVERSITY MARKETING**  
Create effective marketing methods and mixes appropriate for the cultural diversity of your client base.  
VP Marketing, **Novartis**

12.15 – 13.00 **CASE STUDY:  
Inclusive Suppliers**  
How should companies implement supplier diversity?

- Defining the scope of supplier diversity
- Connecting with inclusive suppliers
- Running the inclusive supplier program

Manager Supplier Diversity, **Pepsico**

13.00 – 14.30 **Working Lunch**

14.30 – 15.30 **EMPLOYEE GROUP NETWORKS**  
Employee groups have arisen as organisational conduits for information and resources. Learn how these single points of contact can help employers not only gain insight into the concerns of their employees and offer informal mentoring, but also use the group's insight to reach diverse potential clients and suppliers and/or employees.  
VP and Chief Sponsor Employee Networks-**Volvo Group**

15.30 – 16.00 **Coffee Break and Networking**

16.00 – 16.45 **INCLUSION AND INNOVATION**  
Developing the skills to maximise the innovative benefits of a diverse, inclusive working environment.  
Director Design Team EMEA,  
**Philips International**

16.45 – 17.30 **DIVERSITY AND PRODUCTIVITY**  
Encouraging improved productivity through leveraging the full potential of all employees. Developing new approaches to secure sustained employee effectiveness.  
Head of Performance, **AXA**

17.30 – 17.45 **Concluding Discussion led by The Chair**



# Registration

## Driving Diversity: The Power of Inclusion Conference

16-17 April 2007, Venue to be Confirmed  
The Conference will be presented in English

## Conference Registration

For group bookings of 3 or more please contact [conferences@blackbrooke.com](mailto:conferences@blackbrooke.com)

**Tel** +34 93 270 0117 **Fax** +34 93 270 0319

**Email** [conferences@blackbrooke.com](mailto:conferences@blackbrooke.com) **Web** [www.blackbrooke.com](http://www.blackbrooke.com)

**Post** Gran Via 688 Entresol 2ºB, 08010 Barcelona, Spain

## Registration Form

**PLEASE COMPLETE IN BLOCK CAPITALS and fax to +34 93 270 0319**

Please photocopy this form for additional delegates

Please quote ref: POI-400

Mr/Mrs/Ms/Dr First Name

Last Name

Email

Position

Department

Company/Organisation

Address

City

Postcode Country

Tel Fax

Mr/Mrs/Ms/Dr First Name

Last Name

Email

Position

Department

Tel Fax

Mr/Mrs/Ms/Dr First Name

Last Name

Email

Position

Department

Tel Fax

## Recommended Accommodation

The conference hotel is the 5-star Hotel Grand Marina, Port Vell, which is part of the World Trade Center complex, and a limited amount of accommodation is available. Delegates requiring a reservation should contact Blackbrooke Institute directly to make arrangements.

**Special Promotional Rate: €199 per night plus IVA @ 16%**

**Hotel Grand Marina** Moll de Barcelona, s/n, Barcelona, 08039

**Web** [www.grandmarinahotel.com](http://www.grandmarinahotel.com)

## Registration Details

### Fees are payable in advance

The fee includes your attendance at all conference sessions and discussions, lunches, pre-event networking, gala dinner and full conference documentation. When you register, you will receive a confirmation pack, complete details of the conference and contact information plus a map of the location. Please note we must receive your payment before your place is secured. Event fees are subject to Spanish IVA @ 16%. The fee does not include travel and accommodation costs.

**\*VIP Package** includes all standard conference features PLUS 2 nights accommodation at the 5-star event hotel, airport transfers, reserved seating, and express registration.

## Registration Fee

- ☐ Please register \_\_\_\_\_ delegates at the standard rate of €2600 plus IVA @ 16% per delegate (€3016)
- ☐ Please register \_\_\_\_\_ delegates for the **\*VIP Package** at the special rate of €3800 plus IVA @ 16% per delegate (€4408)
- ☐ I am not attending the conference but would like to purchase the conference papers and summary report at €500 plus IVA @ 16% per package (€580). I understand that these will be available after the conference has taken place.

### Please charge my credit card

☐ VISA ☐ MASTERCARD ☐ AMEX

Card No

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Expiry Date

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**Total Due** € \_\_\_\_\_

(# Delegates x Delegate Rate + IVA)

Card Holders Name

Card Billing Address 1

Card Billing Address 2

Authorised Signature

Contact Tel for Card Holder

### ☐ Bank Transfer

To pay by bank transfer, please tell your bank to include the conference code WSH2-001 and the delegate's last name in the transfer instructions.

**Transfers should be made to:** La Caixa - Cardedeu, Barcelona, Spain

**Account Name:** Blackbrooke Institute

**Account Number:** 2100 4968 61 2200014882

**IBAN Number:** ES89 2100 4968 6122 0001 4882

**BIC (Swift) Code:** CAIXESBBXXX

**Please sign below to accept our payment terms as outlined in our Terms & Conditions**

Authorised Signature

**Please fax a copy of your bank transfer to: +34 93 270 0319.**

**Payment must be received in full to secure your place.**

The reproduction, copying, publication or distribution of all event materials, products, content and intellectual property is strictly forbidden without the express permission of Blackbrooke Institute.

## Terms & Conditions

**PAYMENT INFORMATION** – Payment should be made by credit card or bank transfer in Euros. Payment must be received in full to secure your place at the conference. Please quote the delegate name and the conference code (POI-400). Blackbrooke Institute is a registered Spanish company, G-63952964.

**PRIVACY**—Blackbrooke Institute takes your privacy seriously. We collect and use personal information to provide you with our information services, conduct research and inform you about products and services. We will not disclose your data outside the Blackbrooke Institute Group except to business partners and suppliers for processing purposes under normal business practice. You are able at any time to approach Blackbrooke Institute in writing and exercise your right to revise or remove your personal details from our records.

**CANCELLATION POLICY** – If you are unable to attend the conference for any reason, you may make substitutions at any time with no extra charge but we would appreciate prior notice. For cancellations received in writing more than 21 days before the conference, delegates will receive a credit redeemable against a future Blackbrooke Institute Conference, valid for one year from the conference date. In the case of cancellations received less than 21 days before the conference delegates will receive a credit redeemable against a future Blackbrooke Institute Conference valid for one year from the conference date, however a cancellation fee of €350.00 will be charged. Blackbrooke Institute reserve the right to make substitutions or change any aspect of the event as deemed necessary. Blackbrooke Institute will not be responsible for any loss or damage incurred by delegates due to such substitutions or changes.

Ver.2.0



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16-17 April 2007

# About Blackbrooke Institute

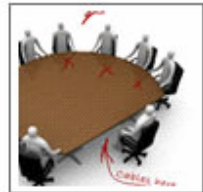
## INSPIRING OUR CLIENTS TO THINK BEYOND THE SURFACE

Blackbrooke Institute was founded on a challenge: to shake up the business events market by providing insightful, compelling and current topics in a learning environment that encourages participation, discussion and interaction.

How do we achieve this? Holding the highest standards for presenters, discussion leaders and topic experts is simply not enough. We understand that we must change the way our participants interact in order to create learning experiences that truly produce results.

- We create learning environments that get participants talking, where podium speakers get off the stage and join the conversation.
- We organise stimulating debates and work groups moderated by seasoned peer leaders that yield insight based on the needs of participants.
- We present expert panellists who admit they too get it wrong - and are willing to tell you how to avoid the pitfalls.
- We stimulate our Clients to delve far beyond standard business learning experiences by building a "community" of participants at each event.

Do you need more reasons to consider a Blackbrooke Institute conference, seminar or training program for your next professional learning experience? Contact us, and we'll be happy to share our exciting details with you.



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“Very useful, frank sharing  
**of actual experiences**”

“Finally! Practical,  
**useful presentations!**”

“A very professional,  
**attentive team...**”

“Excellent exchange  
**of ideas**”

“...**a great level of people**, interactive  
discussions & presentations...”

“**Engaging, relevant**  
**& thought provoking**”