



Best Practices Session How Diversity Can Enhance the Public Experience of your Brand

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Given the uncertainty of the economy, consumers are getting choosier about where and how they spend their hard-earned dollars. To be strategic and competitive, companies must continue to maintain and grow the strength of their brand. The commitment to diversity has become an integral component of a company's identity, and the relationship it has with its consumer or client base. How are companies working to stay actively engaged in the communities they serve, in order to remain relevant and top of mind? In what ways are organizations striving to ensure that top-level executives are not only engaged in efforts, but also diversely representative, so that senior leadership, workforce, and public image are all aligned with the diverse needs of the marketplace? Find out from leading experts how diversity can enhance the public experience of your brand, and secure your organization's future.

Monday, April 27th

4:00 pm – 6:00 pm

Council Meeting

*council members only

Macy's Inc.

7 West 7th Street

Cincinnati, OH 45202

6:00 pm – 7:00 pm

Reception

Macy's Inc.

7 West 7th Street

Cincinnati, OH 45202

Tuesday, April 28th

9:00 am - 2:00 pm

Best Practices Session

Macy's Inc.

7 West 7th Street

Cincinnati, OH 45202

11:00 am – 2:15 pm

CEO Roundtable

The Procter & Gamble Company

2 Procter & Gamble Plaza

Cincinnati, OH 45202

**by invitation only*

2:15 pm – 3:15 pm

CEO & CDO Report out

The Procter & Gamble Company

2 Procter & Gamble Plaza

Cincinnati, OH 45202

Hotel Information

The Hilton

35 W. 5th Street

Phone: (513) 421-9100

Macy's Rate: \$129/night

The Westin Cincinnati

21 E. 5th Street

Phone: (513) 621-7700

P&G Rate: \$120/night

AGENDA OVERVIEW

- 8:00 am - 9:00 am Registration and Continental Breakfast
- 9:00 am - 9:15 am Welcome remarks:
Carol Evans, CEO, Diversity Best Practices
- 9:15 am - 9:30 am Opening Remarks
William Hawthorne, Senior Vice President, Diversity Strategies and Legal Affairs, Macy's Inc.

AGENDA OVERVIEW - *continued*

- 9:30 am – 10:00 am **Call to Action**
Elizabeth A. Campbell, Partner and Chief Diversity Officer, Andrews Kurth LLP
Emcee Elizabeth Campbell, sets the tone for the day by sharing the big picture outlook, and exploring the tension that exists between brand loyalty, and current consumer economic concerns. What role does a commitment to Diversity & Inclusion play in securing a favorable public experience for your brand, and what can companies do to reinforce the strength of their brand both internally and externally?
- 10:00 am - 10:50 am **Macy's Case Study: 'My Macy's': A Localized Consumer Branding Approach**
- 10:50 am – 11:00 am Break
- 11:00 am - 11:50 am **Best Practices Panel:
How Diversity Can Enhance the Public Experience of Your Brand**
A panel of senior diversity leaders will share strategies and best practices around strengthening their commitment to diversity & inclusion, and its impact on brand marketing and brand loyalty. What role does diversity & inclusion play in maintaining a positive community presence, authentic consumer and client relationships, and employee and leadership engagement? What innovative strategies are companies employing to leverage diversity and enhance their brands?
- Moderator:
Elizabeth A. Campbell, Partner and Chief Diversity Officer, Andrews Kurth LLP
- Panel:
Essie Calhoun, Chief Diversity Officer, Director of Community Affairs, Vice President, Eastman Kodak Company
Jeanetta Darno, SPHR, Associate Vice President, Office of Diversity and Inclusion, Nationwide Insurance
- 12:00 pm – 12:30 pm Networking Lunch
- 12:30 pm - 1:20 pm **Talent Solutions Think Tank Session**
Join diversity leaders in this roll-up-your sleeves solutions-focused session designed to share a multitude of best practices and identify gaps around securing leadership buy-in and engagement. Groups will address burning issues and design a “next step” action plan to meet their own needs based on learnings.
- The Role of Diversity in Creating a Culture of Innovation
 - Keeping Diversity and Inclusion in the Forefront during Hard Economic Times
 - Branding
- 1:20 pm - 1:40 pm **Talent Solutions Think Tank Report Back**
- 1:40 pm - 1:50 pm Wrap-up
- 1:50 pm – 2:05 pm Transportation provided to the CEO Roundtable at Procter & Gamble
- 2:15 pm – 3:15 pm CDOs join CEOs and share key learnings

Draft agenda as of: 04.10.09