

**WDLs- EU High Level International Diversity Summit
Vienna 11th -12th March 2010**

**Leveraging Global and European Diversity by 2020
Combating poverty and social exclusion through diversity and inclusion**

What is WDLs- EU?

The WDLs-EU is bringing together global diversity thought leaders, policymakers, and corporate practitioners, NGOs and civil society players to share their experiences, research findings, strategies and best practices on global diversity and inclusion by the 2020.

The WDLs-EU conference is designed to provide strategic information on business, research, education, and media etc., which relate directly to market trends, global competition, sales and marketing. This conference also provides a forum for face-to-face networking between diversity thought leaders, potential strategic partners, prospects and customers. Over 200 participants are expected to attend the WDLs- EU from March 11th-12th 2010 in Vienna, Austria.

Day 1

2:00- 2:30 pm: Welcome and opening remarks

2:30- 3:00 pm: Opening keynote 1

3:00- 4:00 pm: Panel 1: "Age Diversity", managing youths' leadership and talent by 2020

The global face of workplace and marketplace is changing very rapidly. At the same time the widening gap between the young and the elderly is creating greater social class diversity. Additionally diversity of technology experience, communication styles and expectations of the younger generation is constantly shifting. According to recent research younger generations do not think that gender balance will be an issue in the near future. Today's younger generations (on like yesterday's generations) (do) have very diverse perspectives on the necessity of inclusion programmes. To be globally competitive today, companies; managers and policy-makers are therefore more than ever confronted with the need for innovative and creative strategies to efficiently and inclusively tap young talents from very complexly mixed background such as race, culture, language, and religious affiliation, sexual orientation, disability etc.

This panel is looking at how all these changes would influence diversity programmes in the next 10 years?



4:00-4:15 pm: Break

4:15-5:15 pm: keynote 2; ROI Return on Investment

Return on Investment (ROI) is one of the recent and big challenges with which the diversity industry has to cope with today. Well-established and award winning companies, diversity thought leaders and new players are still struggling to figure out the true monetary value of good diversity and inclusion strategies. The challenges for CEOs, thought leaders, academics, policy and decision-makers lies in proving that diversity and inclusion create bottom-line impact in companies and in society.

This keynote provides life case presentation solutions of the d-ROI metrics developed by Virtcom Consulting for its top clients. Hear about how diversity Return on Investments provides a set of tools that can offer new answers to the old questions of financial impact, while also addressing key organizational concerns such as the lack of middle management engagement around diversity.

5:15-6:15 pm: Panel 2: Managing gender, sexual orientation and disabilities in the workplace and marketplace

It is unlawful to discriminate in the workplace on grounds of gender, age, ethnic background, race, religion, sexual orientation or disability. As such many organizations are facing this challenge by actively looking for and recruiting talents to reflect the diversity of their society. These organizations are using Diversity Management tools to shape their structural and social strategies to enable all members of staff develop to their full potential within their working environment. Such inclusion strategies do not only increase the performance, motivation and social skills of employees, but also create a win-win situation for employees, companies and organisations involved, thereby increasing the company's success potential. This panel takes a look at the intersectional dynamics of gender, (dis) ability and sexual orientation, and will highlight best-practice examples from a European and global perspectives.

**7:00-8:30 pm: Opening CEO and minister reception:
Celebrating diversity and social inclusion**



Day 2

9:00-9:30 am: Opening remarks

9:30-10:30 am: Panel 3.: Recruiting and managing diversity and talents in the EU and global regulatory environment

This panel is focusing on regional and global strategies aiming at integrating diversity and inclusion to combat poverty and social exclusion in the "EU year of the eradication of poverty and social exclusion 2010". Managing an ever aging population and increasing challenges in managing migration and ethnic minorities are no doubt some of the greatest challenges of the European Union, its institutions and business in the 21. Century. What strategies and tools are CEOs, management and the European Union envisaging at regional and global levels to ensure equal opportunities through recruiting, managing and retaining diverse talents by 2020?

10:30-10:45 am: Break

10:45-11:45 am: panel 4: Leveraging diversity in a demographically changing environment

This panel is focusing on challenges facing CEOs and management as a result of emerging changes in demographic structures: an ever aging population demanding diverse and innovative strategies in health care, social services, pension schemes, etc., a constant rise in the number of single and or working parents needing different form of incentives including childcare facilities to ensure a rewarding and productive work-life balance, economic downturn and financial crises which are resulting to cuts in budgets and layoff of employees, in addition to all these, the European Union is, on the one hand, expanding in terms of its membership and on the other hand tightening up its migration policies. Integration, equal opportunities, intercultural dialogue, combating poverty an ensuring social inclusion are more than ever important aspects of the EU policies. Faced with the above-mentioned challenges, companies are more than ever focusing on comparative advantages of and the need for diversity and inclusion strategies in business and in the society. How are companies and politics dealing with these challenges? Are we heading towards a diverse and inclusive society by 2020?

11:45-12:45 am: Split-up 1: Supply and marketplace diversity

Today European and global suppliers' chains have to deal not only with a global economic down-turn, but most of all with a rapidly changing population structure which is demanding new patterns and changes in traditionally structured market and workplaces. While suppliers are faced with the challenge of adapting their products to meet the demands of emerging minorities and aging population, employers have to rethink their recruitment and retention strategies to include and benefit from the diversity of changes in demography. Bearing in mind that business and society win when everyone matters, how are innovative



CEOs, managers, academics and thought leaders dealing with the increasing pressure on the demand and supply chains? What lessons are learnt so far and what trends are expected by 2020 with respect to:

- a) Ethnic minorities in the workplace and marketplace**
- b) Managing diversity and inclusion in healthcare**
- c) Leveraging diversity and working parents**

12:45-2.00 pm: lunch + luncheon keynote:

Diversity Charters in Europe – A joint venture of business and politics

2:00-3:00pm: panel 5: Global and changing affinity groups and good practices

Employee networks, European umbrella organisations of ethnic minorities, the elderly, lesbians and gays, etc. are increasingly demanding more attention and inclusion not only in policy making but also in terms of access to goods and services in Europe. How are European, global CEOs and managers dealing with diversity and inclusion today? What challenges are being faced, what are the comparative advantages and good practices? How are affinity groups being integrated in the organisational structures of European policy making bodies and in global and regional management strategies? What kinds of shifts are expected in the next years? What kind of role and impact would these affinity groups have on diversity and inclusion strategies by 2020?

3:00-4:00 pm: Split-up 2: Facing comparative advantages of European and global diversity and inclusion by 2020

Driven by ongoing debates and changing strategies, this panel of European and global diversity thought leaders is looking at shifting trends in managing regional and global diversity and inclusion by 2020 from different perspectives. What are the responsibilities of companies, what innovations do we expect from education, research and academia? What new trends do we expect in the media landscape and how are all these developments going to affect the management of diversity and inclusion in 2020? This split-up panel is focusing on the following areas:

- a) European and global CSR by 2020**
- b) Comparative advantage and trends in research and education**
- c) Global diversity and inclusion in audiovisual, print and social media networks**

4:00-4.15 pm: Break



4:15-5:15 pm: Closing Keynote: Organisational Connectivity

The nature of relationships and patterns of interaction existing among employees of a company and management greatly influences how work is actually getting done and shows to what degree that work environment is being inclusive or not. Quite often a traditional organisational chart has less to do with the degree of connectivity within a company. Through organisational connectivity it is possible to find out where critical breakdowns in the relationship with individuals or groups are likely to happen. This keynote is looking at how organisational connectivity can help a company or group determine how far they are pursuing a good gender, generation, and racial balance in its leadership strategies. Who has access to which network and what role has this got (for example) on the leadership and promotional policies of the company etc. are some of the questions this keynote shall be addressing.

5:15-5:30 pm: Closing remarks

6:30 to 8:30 pm: Closing reception

