



**JUNE 4-6, 2007**  
**NEW YORK CITY**  
**AT THE UNITED NATIONS**

**Globalization and Diversity: Unleashing the Power of  
Diverse Workers, Suppliers and Customers**

Presented By: VirtCom Enterprises

**This year, you will:**

- **Study cutting-edge global diversity best practices and case studies**
- **Gain an understanding of diversity legislative frameworks in Asia, Africa, Europe and Latin America**
- **Learn how organizations build and implement global diversity strategies**
- **Network with key diversity executives, leaders, and experts from around the world**

**SCHEDULE-AT-A-GLANCE**

**Monday, June 4**

- 12:00 pm Registration
- 3:00 pm United Nations Tours
- 6:00 pm VIP Reception

**Tuesday, June 5**

- 7:30 am Registration
- 8:30 am Global Cities and Diversity
- 10:00 am Global Diversity & the Bottom-Line
- 11:30 am Breakout Sessions I: Workforce
- 1:00 pm Luncheon
- 2:45 pm Breakout Sessions II: Global Regions
- 4:15 pm Global Diversity & Business Schools
- 7:00 pm HSBC Hosted Cocktail Reception

**Wednesday, June 6**

- 7:30 am Registration
- 8:30 am As the World Flattens: Global Supply Chains & Diversity
- 10:00 am Breakout Sessions III: Affinity Groups
- 11:30 am Global Diversity & Sports
- 1:00 pm Luncheon
- 2:45 pm Global Diversity Awards Ceremony
- 4:15 pm CEO Roundtable

We are grateful for the support of our partners:



I

## CONTENTS

page 2

II

## INFORMATION

pages 3-5

III

## SCHEDULE

pages 6-9

IV

## REGISTRATION

pages 10-11 (registration form on back cover)

Launched in 2004, the World Diversity Leadership Summit is an important gathering of senior corporate, government and non-governmental organization (NGO) officials, focused on the complex challenges and opportunities related to global diversity management.

The World Diversity Leadership Summit has five primary objectives:

1. To become the leading gathering of global diversity policy makers, experts and practitioners
2. To serve as a central source of global diversity strategy, best practices and application
3. To establish a global diversity collaboration network of policy makers, experts and practitioners
4. To explore cutting-edge global diversity research topics
5. To establish global diversity management as a core academic vocation

## WHO SHOULD ATTEND?

WDLS 2007 is targeted to executives across all function groups within your organization.

- Marketing
- Diversity Executives
- Human Resources
- Business Development
- Procurement
- Government Relations

## World Diversity Leadership Summit 2007: “Globalization and Diversity: Unleashing the Power of Diverse Workers, Suppliers and Customers”

Hosted by the United Nations Global Compact, leading policy experts, government officials, corporate executives, and NGO representatives will gather at UN Headquarters in New York City to discuss the ramifications of diversity on the globalization process. The three-day conference will consider such topics as diversity in education, global supply chains, and the impact of increasingly diverse populations in major international cities. The forum will conclude with award-winning CEOs comparing their experiences managing diversity issues around the globe.

## Previous WDLS Participants

The following organizations have sent speakers and participants to previous summits:

- Adecco
- BP
- Coca-Cola Company
- Colgate-Palmolive Co.
- Diversity Best Practices
- Executive Leadership Council
- Google
- HSBC
- IBM
- Johnson & Johnson
- Johnson Controls Inc.
- Kraft Foods
- L’Oreal
- Merck
- McDonald’s
- MTV Networks
- Procter & Gamble
- Shell
- Starbucks
- Sun Microsystems
- Visa USA

*The World Diversity Leadership Summit was a great cultural and learning experience. From the panel discussions to the interactions with executives from around the world, the conference made a major impact.*

– Michele Chow-Tai, HSBC

## About Our Host - United Nations Global Compact

The Global Compact is an international initiative designed to bring companies together with UN agencies, labour and civil society organizations to support universal environmental and social principles. Thousands of companies from all regions of the world, international labour and civil society organizations are engaged in the Global Compact, working to advance 10 universal principles in the areas of human rights, labour, the environment and anti-corruption.



1. Businesses should support and respect the protection of internationally proclaimed human rights;
2. Make sure that they are not complicit in human rights abuses.
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. The elimination of all forms of forced and compulsory labour;
5. The effective abolition of child labour; and
6. The elimination of discrimination in respect of employment and occupation.
7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility; and
9. Encourage the development and diffusion of environmentally friendly technologies
10. Businesses should work against all forms of corruption, including extortion and bribery.

For more information, visit: [www.unglobalcompact.org](http://www.unglobalcompact.org).

## About the Presenter - VirtCom Enterprises

VirtCom Enterprises is a strategy management consultancy focused on solving complex global diversity management challenges. With global offices in New York City and London, VirtCom offers diversity business solutions in three major areas: Diversity Training, Strategy and Thought Leadership. VirtCom's global client roster includes blue-chip companies such as Visa, Johnson Controls and HSBC.

## Monday, June 4<sup>TH</sup>

12:00 pm - 8:30 pm **Registration**

3:00 pm - 6:00 pm **United Nations Tours**

6:00 pm - 8:30 pm **VIP Reception Honoring the UN Secretary General and the Global Compact Office**

The WDL S opening reception serves not only to welcome everyone to the United Nations Headquarters, but also to honor our hosts, Secretary General Ban Ki-moon and the UN Global Compact Office. Senior UN representatives will be available to meet with attendees and provide some brief remarks about their efforts to advance the principles of nondiscrimination and diversity throughout the world.

## Tuesday, June 5<sup>TH</sup>

7:30 am - 5:30 pm **Registration**

8:30 am - 9:45 am **Kick-Off Breakfast: Global Cities & Diversity**

This breakfast session will feature a panel of distinguished mayors and deputy mayors from several international cities in Europe, Asia, Africa and the Americas. The panelists will discuss a wide range of pressing diversity issues they face and best practices for addressing these areas. Topics include diversity-related legislation/regulations in each city and managing diversity to help attract international trade and investment.

10:00 am - 11:15 am **Global Diversity & the Bottom-Line**

This session highlights how managing global diversity in the corporation helps lower costs, increase revenues, drive productivity and spur innovation. It will provide a number of business case studies and an over-arching framework to clarify the link between diversity and the bottom-line.

## Tuesday, June 5<sup>TH</sup> cont'd.

### 11:30 am - 12:45 pm **Breakout Sessions I: Workforce Diversity**

- **Immigration/Minorities**  
In recent years, the impact of immigration has dramatically increased throughout the world, creating a wide variety of new challenges and opportunities. For some countries, dealing with significant immigrant populations is a relatively new phenomenon, while other countries have had a long history of accepting immigrants into its borders. Panelists from various parts of the globe will share their own observations, insights and concerns.
- **Religion & the Workforce**  
The workplace often brings together people of different religious backgrounds, whose levels of faith may range from secular to fundamentalist. Organizations may find themselves grappling with issues like trying to provide reasonable accommodations for the special needs of religious employees or designing products and marketing campaigns that are sensitive to the religious beliefs of particular customer segments. This panel will feature corporate and government leaders who have addressed these challenges in their own organizations with varying degrees of success.
- **Aging Workforce**  
Worldwide improvements in medical technology and general quality of life continue to push the average lifespan higher. Retirement-aged citizens are increasingly choosing to remain or re-enter the workforce, not only for economic reasons, but also as a lifestyle choice. Panel members from the U.S., Europe and Asia will discuss this issue on an organizational, national and global level.

### 1:00 pm - 2:30 pm **Luncheon**

## Tuesday, June 5<sup>TH</sup> cont'd

2:45 pm - 4:00 pm

### **Breakout Sessions II: Global Regions**

In this series of concurrent breakout sessions, we will give more focused attention to specific regions of the world. Panelists will discuss some of the diversity challenges and opportunities that are particular, if not unique, to their respective countries or regions as a result of differing histories, cultures, forms of government, legislative environments, economic systems and demographic compositions.

Regional breakout sessions will include:

1. United States/ European Union
2. Asia/Australia
3. Latin America/ Central Europe, Middle East, Africa (CEMEA)

4:15 pm - 5:30 pm

### **Global Diversity & Business Schools**

Global diversity management is a key challenge for every multinational corporation. What role should business schools play in helping to prepare future corporate leaders for an environment where companies must deal with consumers, employees, suppliers, competitors, investors and regulators from every corner of the Earth? Representatives from elite business schools share their perspectives.

7:00 pm - 8:30 pm

### **Corporate Cocktail Reception hosted by HSBC**

## Wednesday, June 6<sup>TH</sup>

8:30 am - 9:45 am

### **As the World Flattens: Global Supply Chains & Diversity**

Thomas Friedman's timely book, *The World is Flat*, brought attention to the considerable impact of global supply chains on businesses and the world economy. In this session, a number of distinguished panelists reflect upon this development as a global diversity issue and its implications, not only for corporations, but for national governments and international economic agencies as well.

## Wednesday, June 6<sup>TH</sup> cont'd.

### 10:00 am - 11:15 am **Breakout Sessions III: Affinity Groups**

These three concurrent panel sessions will provide an opportunity for affinity group specialists from around the world to share some of the latest developments, issues and lessons with Summit participants.

1. Women
2. GLBT
3. Disabled

### 11:30 am - 12:45 pm **Global Diversity & Sports**

The world of sports has been at the center of globalization and diversity, from the Olympic Games to the World Cup of Soccer. The business of sports is increasingly focused on the differences among fans and athletes and the incorporation of the Internet and telecommunication technology is driving further transformations. Leading representatives from the world of sports will discuss some of the major trends at the confluence of sports and diversity.

### 1:00 pm - 2:30 pm **Luncheon**

### 2:45 pm - 4:00 pm **Global Diversity Awards Ceremony**

### 4:15 pm - 5:30 pm **CEO Roundtable**

The World Diversity Leadership Summit presents its first ever CEO Roundtable. This session brings together an eminent group of multinational corporation chief executive officers to discuss their views on global diversity and how global diversity fits into their companies' challenges, goals and strategies.

## REGISTRATION FEES

### Registration Fee:

\$995 USD ( £500, 770 €)

Fee includes:

- Entry to all sessions
- Conference Breakfasts & Luncheons
- All coffee and refreshment breaks
- United Nations Tour
- United Nations VIP Reception
- HSBC Cocktail Reception

### To register for WDLS New York 2007:

**By Fax** Complete the registration form and fax to:  
(509) 272-3334

**By Mail** Complete the registration form and mail to:  
**World Diversity Leadership Summit**  
**VirtCom Enterprises**  
**350 5th Avenue, Suite 4010**  
**New York, NY 10118**

**By Phone** Contact a VirtCom representative at:  
(212) 239-5487

## Registration Confirmation

Registrations received prior to the conference will be confirmed by e-mail. At the time of confirmation, you will receive a confirmation number and Travel FAQ. Conference materials will not be mailed.

## Special Requirements

If you foresee any special requirements while attending WDLS 2007 (dietary, access, or otherwise), please contact a VirtCom representative, and we'll do our best to accommodate your wishes. Please call (212) 239-5487 or email, [info@virtcomenterprises.com](mailto:info@virtcomenterprises.com).

## Conference Site: United Nations Headquarters

WDLS 2007 is being held at the United Nations Headquarters in New York City and is located on First Avenue between 42nd Street and 48th Street.

*The World Diversity Leadership Summit is, by far, the premier gathering of diversity executives and thought leaders. The combination of global networking, idea exchange and innovation offers participants a truly unique experience.*

- Geoff Burns, Adecco

## Hotel Recommendations

Fees do not include hotel accommodations. For reservations, contact your chosen hotel directly.

<p><b>Millennium UN Plaza New York</b> 1 United Nations Plaza New York, NY 10017 (866) 866-8086</p>	<p><b>Crowne Plaza at the United Nations</b> 304 E. 42nd Street New York, NY 10017 (800) 972-3160</p>	<p><b>Beekman Tower Suite Hotel</b> 3 Mitchell Place New York, NY 10017 (866) 233-4642</p>
<p><b>Marriott Eastside</b> 525 Lexington Ave. New York, NY 10017 (800) 242-8684</p>	<p><b>W New York</b> 541 Lexington Ave.. New York, NY 10022 (888) 625-5144</p>	<p><b>Doubletree Metropolitan</b> 569 Lexington Ave. New York, NY 10022 (800) 445-8667</p>

## Getting to NYC by Air

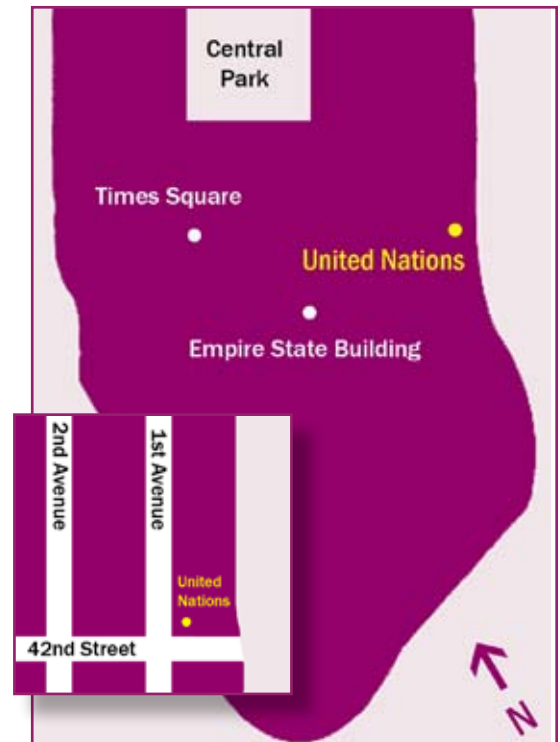
The New York metropolitan area is serviced by three airports: **LaGuardia (LGA)** (20-25 mins to midtown), **John F. Kennedy (JFK)** (30-60 mins) and **Newark Liberty (EWR)** (45-60 mins) airports.

## Getting to NYC by Rail

New York City has two main rail stations, **Grand Central Terminal** and **New York Penn Station**. Grand Central is located in midtown East at 42nd Street and Park Avenue and is serviced by the Metro-North Railroad. New York Penn Station is located in midtown West between 7th and 8th Avenues at 34th Street and is serviced by Amtrak, Long Island Rail Road, and NJ Transit.

## For More Information

- <http://www.nycvisit.com>
- <http://www.mta.info>
- <http://www.njtransit.com>
- <http://www.amtrak.com>
- <http://www.panynj.gov>



# WORLD DIVERSITY LEADERSHIP SUMMIT 2007

## 1. PERSONAL INFORMATION

FIRST NAME	LAST NAME
TITLE	
COMPANY/ORGANIZATION	
ADDRESS	
CITY	STATE
COUNTRY	ZIP/POSTAL CODE
PHONE	FAX
E-MAIL	
WEBSITE	

## 2. CONFERENCE FEES

a. REGISTRATION FEE	NO. OF REGISTRATIONS	AMOUNT		
<b>\$995 USD ( £500, 770 €) - All activities included for paid registrants. If bringing a spouse or guest, please add the appropriate activity fees below.</b>				
b. CONFERENCE ACTIVITIES	(included for paid registrants)	# GUESTS ATTENDING	COST	AMOUNT
UN VIP Reception			\$100	
HSBC Cocktail Reception			\$100	
<b>TOTAL FEE TO ACCOMPANY REGISTRATION =</b>				
(ADD COSTS FROM SEC. 2)				

## 3. SPOUSE/GUEST INFO

NAME OF SPOUSE/GUEST

## 4. PAYMENT

Payment must accompany registration form. All registrations will receive confirmation.

a. CARD NUMBER	EXPIRATION DATE
NAME AS IT APPEARS ON CARD	CARD SECURITY CODE (CSC) 3 or 4 digit code

BILLING ADDRESS, IF DIFFERENT FROM ABOVE

**MAIL CHECK OR CREDIT CARD PAYMENT along with completed registration forms to:**

World Diversity Leadership Summit or fax to (509) 272-3334

VirtCom Enterprises

350 5th Ave., Suite 4010

New York, NY 10118