

Diversity in Action

Conference



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Thursday November 29th 2007 • 11:30am - 4:30pm
at Quality Hotel, Stoke-on-Trent.

Is your Organisation Diversity Action oriented? This conference is an opportunity for you to become up to date on the latest thinking and practice of Diversity.

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“ Globalisation is creating new customer segments in different cultural, social and regional settings. Capitalising on the emerging business opportunities requires a workforce with diverse styles, outlooks and approaches. Effective management of diversity will differentiate winners from losers. ”

*Sir John Bond,
Chairman, HSBC Holdings plc*

Diversity makes good business sense?

Why? Companies who implement Diversity benefit through a wider choice of employees, more creativity and higher standards of performance. Even an increase in profitability has been documented! Furthermore many organizations (especially public sector) are insisting on Equality & Diversity/Corporate Social Responsibility (CSR) evidence from suppliers as part of their procurement & tender pre-qualification process. Overall Diversity is becoming much more important on the business agenda than before, which has implications if you are a supplier, and indeed a top priority in the global market.

Why you should attend and benefits to you?

- ◆ Up to date information & practical guidance on Diversity issues from experts in their field. Learn about key elements of Diversity & how to implement it effectively in your organisation.
- ◆ How to make your organisation Diversity Ready, especially on supplier diversity/procurement, recruitment/selection and marketing.
- ◆ Make Diversity a powerful business strategy to target diverse customers and increase profits.
- ◆ Focus of the conference is less theory – more Implementation & Action!

Who should attend?

- ◆ Senior Managers, Directors of organizations from public, private, third sector, etc.
- ◆ Equality, Diversity and HR professionals.
- ◆ Commercial/Marketing specialists looking to diversify their client/customer base.

For booking form and delegate fees and sponsorship opportunities contact:

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Places LimitedBOOK EARLY!!



WORKSHOP A	WORKSHOP B	WORKSHOP C	WORKSHOP D	WORKSHOP E
Supplier Diversity	Business Benefits of Diversity	Recruitment & Selection	Diversity Marketing	Achieving Equality in Employment
Julia Kaya (Birmingham DiverCity)	Bina Desai (West Bromwich Building Society)	Kwabena Osayande Policy Manager Equality & Diversity (AWM)	Rauf Mirza (Acumen TMC)	Christine Dyson Knight & Sons Solicitors

Speakers confirmed:

Prof Monder Ram - Professor of Small Business at De Montfort University. Director of CREME.

Dr Barbara Burford - Bradford University Centre for Inclusion & NHS Consultant

Elaine Knight - Head of Diversity & Inclusion, Jaguar & Landrover

Steve Robinson - Chief Executive, Stoke-on-Trent City Council

Pending: HSBC Multi-cultural Banking Unit., BT.