

VIRTCOM ENTERPRISES  
PRESENTS

# WORLD DIVERSITY LEADERSHIP SUMMIT PRAGUE 2006

*"Leveraging Local Diversity for  
Global Success*

*European and U.S. Best Practices"*

MARCH 15-17, 2006

## THIS YEAR, YOU WILL:

- See How Global Diversity Drives Profit
- Build An Implementable Global Diversity Plan/Strategy
- Learn The Business Case For Global Diversity
- Discuss The Different Diversity Operational Challenges In Different EU Countries
- Study Cutting Edge Global Diversity Best Practices And Case Studies
- Understand The European Diversity Legislative Framework

## FEATURED SPEAKERS INCLUDE:

- Lee Jasper, Office of Mayor
- Brenda King, EU Social & Economic Committee
- Dennis Archer, Former Mayor of Detroit
- Carl Brooks, Executive Leadership Council
- Susan Scott-Parker, Employers' Forum on Disability



# WORLD DIVERSITY LEADERSHIP SUMMIT: PRAGUE 2006

*Launched in 2004, the World Diversity Leadership Summit is becoming 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:*

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



*The 2006 World Diversity Leadership Summit “**Leveraging Local Diversity for Global Success: EU and US Best Practices**” has a specific mission: to serve as the major 2006 Trans Atlantic Summit of European Union and US corporate, regulatory and academic leaders.*

## WHO SHOULD ATTEND?

WDLS 2006 is targeted to executives across all function groups within your organization.

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

## PREVIOUS WDLS PARTICIPANTS INCLUDE:

- Catalyst
- Coca-Cola Company
- Diversity Best Practices
- Executive Leadership Council & Foundation
- HSBC
- Hudson Inclusion Solutions
- IBM
- Kraft Foods
- Pfizer
- Procter & Gamble
- Sun Microsystems
- Wyndham International
- Visa USA

### PRAGUE, CZECH REPUBLIC



The city of Prague in the Czech Republic has been selected as the location of the Summit's 2006 conference for compelling reasons. The Czech Republic is an economic power at the crossroads of the European community, experiencing tremendous growth. Yet, Prague remains one the world's crown jewels, offering a vibrant city with an impressive history and rich culture. The city and the Czech Republic have enthusiastically welcomed people from various countries and cultures into its society.

The World Diversity Leadership Summit is proud to collaborate with the city, community, government and businesses of the Czech Republic to hold its second global diversity conference.

*"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.*



# WORLD DIVERSITY LEADERSHIP SUMMIT 2006

## CONFERENCE SCHEDULE

<b>Wednesday, March 15</b>	<b>FOUNDATIONS OF EU DIVERSITY</b> <i>The Policy Framework</i>
11:30 am - 2:30 pm	<b>Cultural Immersion Tour</b>
2:30 pm - 4:30 pm	<b>The Emerging Role of Turkey &amp; Muslims in the European Union</b>
7:00 pm - 8:30 pm	<b>VIP Reception</b>

<b>Thursday, March 16</b>	<b>THE PRACTICE OF EU DIVERSITY</b> <i>Corporate Diversity Programs in Action</i>
7:30 am - 9:00 am	<b>Global Collaboration Breakfast</b> <i>"Diversity &amp; Globally Symbolic Events -2006 Super Bowl &amp; London 2012 Olympics"</i> <ul style="list-style-type: none"> <li>• Lee Jasper, Senior Policy Advisor on Equalities and Policing, Greater London Authority</li> <li>• Dennis Archer, Former Mayor of Detroit, Past President of the American Bar Association, Chairman of Dickinson Wright,</li> </ul>
9:15 am - 10:30 am	<b>Opening Panel (2 parts):</b> <ul style="list-style-type: none"> <li>• Diversity in the EU Today - Challenges, Trends &amp; Opportunities</li> <li>• Understanding the Meaning of Diversity in the EU: Differences between Central and Western Europe</li> </ul>
10:45 am - 12:00 pm	<b>Breakout Sessions 1</b> <ul style="list-style-type: none"> <li>• The Changing, Diverse Face of the EU and US: Responses to Immigration and Disability in Traditionally Homogenous Societies</li> <li>• The Role of Women in US and European Corporate Environments: Work-Life Balance, Women's Development and Societal Impacts</li> <li>• Economic Challenges in the EU and US: How Workers Function Within An Increasing Diverse and Changing Economy</li> </ul>
12:00 pm - 1:30 pm	<b>Luncheon</b> <i>"Symphonic Diversity as a Global Diversity Organizational Model"</i> presented by Maestro Paul Freeman, Chief Conductor - Czech National Symphony Orchestra and the Chicago Sinfonietta
1:45 pm - 3:00 pm	<b>EU Diversity Policy Frameworks from a Corporate Perspective: Impacts on Management, Employees, Governance and the Bottom-Line</b>
3:15 pm - 4:30 pm	<b>Breakout Sessions 2</b> <ul style="list-style-type: none"> <li>• Leveraging Global Affinity Groups</li> <li>• The Global Business Case for Diversity: Leveraging Diversity Practices for Profit Generation</li> <li>• EU and US Diversity Media: New Models and Messaging</li> </ul>
7:00 pm - 8:30 pm	<b>U.S. Ambassador's Reception</b> hosted by William J. Cabaniss , U.S. Ambassador to the Czech Republic

<b>Friday, March 17</b>	<b>GLOBAL DIVERSITY <i>Strategy, Best Practices &amp; Case Studies</i></b>
7:30 am - 9:00 am	<b>Global Diversity Leadership Breakfast</b> <i>"Executive Leadership Council &amp; Global Diversity"</i>
9:15 am - 10:30 am	<b>EU &amp; US Diversity in Senior Management: Programs and Future Opportunities</b>
10:45 am - 12:00 pm	<b>Breakout Sessions 3: EU &amp; US Case Studies</b>
	<ul style="list-style-type: none"> <li>• Global Diversity &amp; Academia</li> <li>• Effective Global Diversity Councils</li> <li>• Global Supplier Diversity</li> </ul>
12:00 pm - 1:30 pm	<b>Leadership Award Luncheon</b>
1:45 pm - 3:00 pm	<b>Breakout Sessions 4</b>
	<ul style="list-style-type: none"> <li>• Global Diversity between the EU and Africa</li> <li>• Diversity Works for London</li> <li>• Global Diversity and Innovation</li> </ul>
3:15 pm - 4:30 pm	<b>Global CEO Roundtable:</b> <i>"Leveraging Diversity for Effective EU &amp; US Corporate Operations and Success"</i>
7:30 pm - 9:00 pm	<b>Black-Tie Symphony Concert</b> Performance of the Czech National Symphony Orchestra with a special appearance by the Texas Southern University Debate Team and TSU President, Dr. Priscilla Slade.

"WDLs provides an outstanding forum for international business, community leaders and stakeholders to interact and promote these core issues we are concerned about."

- Steven R. Ebert, Esq.  
Ebert & Associates, LLC.



## REGISTRATION FEES

### Registration Fee:

\$1599 USD (1325 €)

Fee includes:

- Entry to all sessions
- Conference Breakfasts & Luncheons
- All coffee and refreshment breaks
- U.S. Ambassador's Reception
- VIP Reception
- Cultural Immersion Tour
- Black-Tie Symphony Concert

Please mail or fax completed registration and payment to:

World Diversity Leadership Summit  
VirtCom Enterprises  
350 5th Avenue, Suite 4010  
New York, NY 10118  
Fax: (509) 272-3334



## SPONSORSHIP INFO

WDLS 2006 is brought to you by

### Diversity Works for London

**Diversity Works for London** is the Mayor's groundbreaking campaign to engage organizations in harnessing the benefits of a diverse workforce and supplier base, providing excluded Londoners with a second chance to share in the city's opportunities and prosperity. The London Development Agency (LDA) is working with the Mayor to lead the campaign.

**LONDON**  
DEVELOPMENT  
AGENCY

**MAYOR OF LONDON**

Additional sponsorship opportunities are available.  
For more information contact:

**(201) 362-0361**

**info@virtcomenterprises.com**

## CONFERENCE SITE INFO

The Conference is being held at the

**HILTON PRAGUE**

**Pobrezni 1, Prague, Czech Republic**

**Tel: +420-2-2484 1111**

Contact Jindřiška Hronová for the WDLS Rate.

**Jindřiška Hronová**

**Tel: +42- 224 842 808**

**E-mail: jindriska.hronova@hilton.com**

# WORLD DIVERSITY LEADERSHIP SUMMIT 2006

## 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
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**\$1599 USD (1325 €)** - All activities included for paid registrants. If bringing a spouse or guest, please add the appropriate activity fees below.

b. CONFERENCE ACTIVITIES	(included for paid registrants)	# GUESTS ATTENDING	COST	AMOUNT
VIP Reception			\$75 (62 €)	
Cultural Immersion Tour			\$100 (83 €)	
Black-Tie Symphony Concert			\$150 (125 €)	

**TOTAL FEE TO ACCOMPANY REGISTRATION =**  
(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

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

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### Friday March 17

- 7:30 am Global Diversity Leadership Breakfast
- 9:15 am Breakout Sessions 2
- 10:45 am Breakout Sessions 3
- 12:00 pm Leadership Award Luncheon
- 1:45 pm Breakout Sessions 4
- 3:15 pm CEO Roundtable
- 7:30 pm Black-Tie Symphony Concert



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