



## The 7<sup>th</sup> European Work-Life & Diversity Conference

### *Solving Europe's Productivity Puzzle: What Role for Work-Life and Diversity?*

19-20 October 2006, Radisson SAS Hotel, Berlin, Germany

#### Comprehensive Sponsors:



UBS



Productivity is not traditionally "top of mind" for Diversity, Inclusion, and Work-Life management experts. Business leaders and practitioners of diversity, inclusion, and work-life management can make major contributions to solving the productivity puzzles of their companies and the European economy.

Europe's productivity challenge is reaching a critical point. Competitive pressures from China, India, and other emerging and developed countries are forcing policy makers and companies to either find realistic ways to increase European productivity or face a descending spiral of living standards and quality of life.

Europe will not be able to compete by focusing on production costs alone. Businesses are looking for ways to deeply engage talent pools, to develop and use the potential that exists across the workforce, to leverage diversity to foster creativity, innovation and flow, and to promote work-styles and lifestyles that provide a healthy productive workforce and society.

At the 7<sup>th</sup> European Work-Life & Diversity Conference, we will search for answers to such questions as:

- What roles do the economics of happiness and work-life management play in productivity?
- Is it enough for companies to open doors wider to minority groups, or do they also need to support education and cross cultural training? If so, should and could organizations be doing that through private-public partnerships?
- How do work-life management solutions impact on the numbers of women and senior workers at all levels of Europe's organizations?
- How does Europe's real productivity compare to that of the US, China and India?

Join us in Berlin as diversity and work-life leaders discuss the issues, propose solutions, hear about practical case studies, and exchange views and experiences.

[www.conference-board.org/EuDiversity.htm](http://www.conference-board.org/EuDiversity.htm)

*The Conference Board's full report Performance 2006: Productivity, Employment and Income in the World's Economies will be released in Autumn 2006. Further details to be found at [www.conference-board.org](http://www.conference-board.org)*

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## Conference Advisory Board Members

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**Monika Ruehl**, Director of Change Management and Diversity, **Deutsche Lufthansa AG**

**Kene Umeasiegbu**, Group Inclusiveness Manager, **Cadbury Schweppes plc**

## Thursday 19 October 2006

Registration and Welcome Coffee 08.30-09.15

### Opening of Conference

*Welcome Remarks and Introduction: 09.15-09.30*

### Europe's Place in Tomorrow's Global Value Chain: Can Europe Avoid Being Squeezed between Asia and the USA?

**General Session A: 09.30-10.15**

**Claus E. Heinrich**, Executive Board Member, **SAP AG**

The impressive advancements of many Asian economies have raised the competitive pressures for all European economies, which are hard pressed to match the productivity and creativity gains in China, India or the US. Dr. Claus Heinrich will discuss the role of intelligent talent management and technology as crucial means to value Europe's human capital within a general context of population ageing.

### The Economics of Happiness: Quantifying Contentment and Happiness

**General Session B: 10.15-11.00**

**Antony De Luca**, President, **Warner International NV**

Antony De Luca will discuss the driving forces behind happiness - what makes people tick- and analyze the negative economic impact of cynicism and withdrawal of employees. He will look into the newly emerging power of religion as both a source of personal satisfaction and possible friction within companies. Professor De Luca has many years of experience in motivating top executives from across industries and countries. Dramatic change is required in Europe, but it needs to reach beyond the classical answers of a long-hours culture.

### Europe's Changing Identity in a Global Economy

**Concurrent Workshops C: 11.30-12.45** *Please select C1, C2, C3 on the registration form*

Gradually, Europe is developing a distinct identity vis-à-vis other world regions, as relations with Asia and the Americas are becoming increasingly complex and competitive - politically, economically and culturally. This first set of workshops will look at some key dimensions of the evolving European identity and their consequences for global corporations.

#### **How Productive is Europe vs. other Regions? (C1)**

**Andrew Tank**, Executive Director, Research, Communications and the Middle East, **The Conference Board Europe**

**Enrique Fernández**, Research Manager, **European Foundation for the Improvement of Living and Working Conditions**

The Conference Board releases annual productivity measures that compare Europe with other key parts of the world. This session will examine the reasons behind Europe's disappointing relative performance in recent years and discuss options for reversing the trend.

#### **Work-Life & Diversity Management in Central and Eastern Europe (C2)**

**Éva Somorjai**, HR Director, **Magyar Telekom**

What are the main work-life & diversity issues in Eastern European countries and how does Deutsche Telekom address them? Case studies of Slovakia and Hungary will explore priorities and options for these countries and discuss structural differences and difficulties in this process.

#### **Europe's Resources: Supplier Diversity (C3)**

**Beth Ginsburg**, Programme Director, Supplier Diversity Europe, **Migration Policy Group**

**David Sharp**, Director, Body Exterior & Interior European Purchasing Operations, **Volvo Car Corporation**

Supplier Diversity is a big issue in the US but what are the implications for Europe? How should companies implement supplier diversity? Should decisions on outsourcing to countries within and beyond Europe be part of your diversity strategy?

Networking Lunch: 12.45-14.00

To register today

[www.conference-board.org/EuDiversity.htm](http://www.conference-board.org/EuDiversity.htm)

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## Thirty Years on: Reviewing the Achievements and Failures of Europe's Equal Opportunity Legislation

General Session D: 14.00-14.45

**Jill Rubery**, Head of People, Management and Organisations Division, **Manchester Business School**

Professor Rubery will offer a critique of the progress Europe has made towards the enhancement of equal opportunities over the last three decades. An adviser to the European Commission, Professor Rubery will put forth an economic case for equal opportunities as a crucial means to enhance productivity and involve underutilized labour segments.

## Overcoming Barriers to Equal Opportunities for All

Concurrent Workshops E: 15.00-16.15 *Please select E1, E2, E3 on the registration form*

This series of workshops will address equal opportunities issues from three differing perspectives.

### Successfully Including More Women at All Company Levels (E1)

**Maria Farrow**, Human Resources Leader for Switzerland, **Procter & Gamble Europe SA**

Maria Farrow will discuss how Procter & Gamble has successively utilized a comprehensive set of work-life-balance practices as a means to promote careers for women and raise overall business performance.

### Microinequities (E2)

**Carol Cameron**, Vice President HR Operations - Europe, **Shell**

Microinequities are small but powerful behaviours (often unconscious ones) that can exclude people and create an unpleasant workplace climate. Shell has built on work done in the US to bring greater awareness of these issues to Europe and increase understanding of how eliminating these microinequities can make a more inclusive work environment.

### How Employee Engagement can Support Organisational Culture for Diversity & Inclusion (E3)

**Lisa Kepinski**, EMEA Culture & Diversity Program Manager, **Hewlett-Packard**

**Debby McIsaac**, HP Employee Engagement, Global Culture & Diversity, **Hewlett-Packard**

Employee Engagement initiatives are linked with organizational culture. Hewlett-Packard has a wide range of employee engagement initiatives to foster the HP Way and to cultivate for employees a sense of community, belonging, loyalty, and pride. When an organizational culture is based upon core values of trust, respect, and a valuing of diversity and inclusion, then the employee engagement actions directly support furthering diversity and inclusion. In this workshop, learn about how an employee engagement strategy and the diversity and inclusion strategy can be interwoven in a supporting manner.

## Europe's Changing Workforce: Age, Ethnicity, Disability, Gender, Religion/Belief and Sexual Orientation

Brainstorm session F: 16.45-17.45

Facilitator: **Melissa Lamson**, Partner, Diversity Works, **Lamson Consulting**

This brainstorming session will examine the European trends in each of the core dimensions of diversity. We will discuss innovative and future-oriented ways to address changes in the business environment. The goal will be to develop key practical strategies to address Europe's changing workforce and the new challenges it brings to those responsible for managing diversity.

## Presentation of the 2006 Media Award

General Session G: 17.45-18.15

The Conference Board's European Work-Life & Diversity Council will present its 3rd Media Award to an individual, team, or media group that has advanced the cause of work-life management and/or diversity/inclusion in the European public forum. Previous Winners: 2005 – ARTE, 2004 – Financial Times Features Team

Networking Dinner at the hotel: 20.00-22.30

## Leveraging Talent Globally: An Integrated Approach to Diversity

Dinner Speaker : **Mona Lau**, Global Head of Diversity, **UBS AG**

To register today

Fax The Conference Board at +32 2 675 0395

# The 7<sup>th</sup> European Work-Life & Diversity Conference

**Friday 20 October 2006**

Morning Coffee & Croissants: *08.00-08.30*

## **Global Search for Talent: The Breaking of Stereotypes**

General Session H: *08.30-9.15*

**Pierre Bismuth**, Senior HR Executive, **Schlumberger Limited**

In truly global industries, the search for talent requires a mind set free of stereotypes and preconceived ideas. The experience of the oil service industry illustrates this trend very well. Truly international companies in this sector are now competing for graduates regardless of their passport, gender, or cultural background. The result is an impressive enrichment of company culture for those who believe in a global approach to recruiting, training and development.

## **Mining the Gold Mine: How to Identify and Address "Invisible" Potential**

Concurrent Workshops I: *9.30-10.30* Please select I1, I2, I3 on the registration form

Europe as a region is not making the best use of its human resources. Certain groups are chronically overlooked - by not being employed at all or not being developed to their full potential. This session explores new ways to identify and support this talent to ensure that their full potential is realised.

### **Creating Careers for People with an Immigrant Background : The French Diversity Charter (I1)**

**Hans Jablonski**, Regional Manager - Diversity & Inclusion, Europe, **BP plc**

The pool of highly qualified immigrants is often overlooked as a valuable source for recruitment and career development. The French Diversity Charter, signed by many leading French companies, aims to address these issues creating a new climate for successful integration of young people from diverse backgrounds.

### **Overcoming the Gender Gap in Information Technology & Services (I2)**

**Karin Duermeyer**, Distinguished Engineer, **IBM**

In order to develop the potential of women engineers, IT architects and scientists, specific support structures are needed beyond the tools for developing women in management positions. Under the worldwide umbrella *Women in Technology*, IBM has created a specific programme to focus on technical careers. Karin Duermeyer, leader of the programme in Europe, will speak about the successes realized and obstacles encountered.

### **Using an Interdisciplinary Recruiting Approach (I3)**

**Patrick McLaurin**, Director of Diversity & Inclusion, **Booz Allen Hamilton Inc.**

Companies are looking beyond their traditional sources of recruitment. Less well-known universities; graduates from disciplines such as humanities, history, ethnology and literature; employees in non-related fields - all these avenues are increasingly being exploited. This workshop will explore how such a strategy can be applied to achieve successful recruitment campaigns.

## **The Myth of Work-Life Balance (and What Needs to Happen for Cultural Change)**

General Session J: *11.00-12.00*

**Rhona Rapoport**, Former Director, **Institute for Family & Environmental Research**

**Suzan Lewis**, Professor of Organisational Psychology, **Middlesex University Business School**

There is a myth that "work-life-balance" can be achieved through quick fixes rather than challenging the way work actually gets done. Rhona Rapoport and Suzan Lewis draw from hands-on experience and research in seven diverse countries - India, Japan, the Netherlands, Norway, South Africa, the UK and the US. They will explore options for long-term sustainability of people, society and the economy.

**Michael Stuber**, International Researcher, Author and Consultant, **European Diversity Research & Consulting**

Michael Stuber will present findings from his current pan-European Work-Life Practice Survey describing the implementation status and perspectives of work-life initiatives in the corporate world. The challenges and success factors he identifies complement and contrast earlier global case studies to stimulate discussion.

Networking Lunch: *12.00-13.30*

## **Engaging People to be More Productive**

Concurrent Workshops K: *13.30-14.45* Please select K1, K2 or K3 on the registration form

European companies will only remain in the top league if they manage to fully leverage all the potential of all their employees. The changing workforce context defined by globalization, aging, and fast developing knowledge requires new strategies in fostering skills.

### **Building Leadership Skills (K1)**

**Mark Taylor**, Head of Employee Relations, **BT Wholesale**

In complex, fast moving organizations, managers are key motivating factors for teams to excel. Many studies, for example the Gallup Q12, reveal that many European companies show acute deficits in building good leadership - with very negative results for the individual company and the national economy. How do leaders understand and systematically develop their skills to engage employees?

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## Encouraging Productivity through Health Management (K2)

**Natalie Lotzmann**, Head of Health & Diversity, **SAP AG**

In light of the aging process of societies and workforces, companies must secure sustained effectiveness of their employees over a long period of time. Which are the key health concepts that companies need to grasp to accomplish this?

## Developing Employees Lifelong Learning Opportunities (K3)

**Venetia Koussia**, Managing Director, **Manpower Greece**

Ongoing education and training is not sufficient to ensure the workforce remains productive. Employees need to be able to apply their skills in new and changing contexts in order to maximize their employability. The changing composition of the European workforce requires long term strategies of training and redeployment of people. How should businesses meet this challenge?

## Building a New Diversity Framework for Europe

Panel Session L: 15.00-16.00

**Professor Rita Suessmuth**, former President of the German Parliament

**Ludwig Siegele**, Germany Correspondent, **The Economist**

**Sabine Dietrich**, Vice President Operations Europe, Middle East, Africa and Asia Pacific, **BP**

**Moderator: Gisela Erler**, Programme Director, **The Conference Board Europe**, President, **Familienservice GmbH**

The future role of immigration has provoked a great deal of heated debate in Europe, encompassing the rules of living and working together as well as the rights and obligations of those involved. How does the diversity concept fit in with assimilation and multiculturalism? What should be regulated by government and at what level? What part can business play? And what will be left up to the individual?

## Closing Remarks: 16.00-16.15

**The Conference Board** is one of the world's leading business membership and research organizations. Non-partisan and not-for-profit, it brings together senior executives from 2,000 of the world's largest companies in 60 countries. Founded in 1916, it publishes widely respected economic indicators and research on a range of business and management issues, including productivity, diversity, corporate governance and Chief Executive opinion.

The Conference Board has operated in Europe for over 25 years, supporting the region's major businesses by identifying key issues related to the workforce of the future, strategic risk management and evolving roles and responsibilities of boards of directors.

The Conference Board produces monthly business cycle indicators for nine countries including the UK, France, Germany and Spain. Its European programme provides opportunities for senior managers to deepen business perspective and insights, informed by the experience of executives from different industries and countries.

For further information visit The Conference Board's website at [www.conference-board.org](http://www.conference-board.org)

## The Conference Board's European Council on Work-Life & Diversity

[www.conference-board.org/EUWorklifeDiversity.htm](http://www.conference-board.org/EUWorklifeDiversity.htm)

Established in 2,000 to identify emerging issues and best practice in the Work-Life and Diversity fields, and to help shape and communicate appropriate business responses. Companies represented on the Council include:

AB Volvo  
Accenture  
Allianz AG  
BD  
Booz Allen Hamilton Inc  
BP plc  
Bright Horizons Family Solutions  
Cadbury Schweppes plc  
Commerzbank AG  
DaimlerChrysler AG

Deutsche Lufthansa AG  
Deutsche Telekom Group  
European Inst. For Managing  
Diversity  
Guidant Corporation  
Hewlett-Packard SARL  
IBM Europe, Middle East & Africa  
Janssen Pharmaceutica N.V.  
Lilly Deutschland  
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Procter & Gamble Europe SA  
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## The Conference Board Europe

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# REGISTRATION

## The 7<sup>th</sup> European Work-Life & Diversity Conference

19-20 October 2006

Radisson SAS Hotel, Berlin, Germany

Project N°: 310007

Please attach a business card or PRINT CLEARLY. Use a separate form for each delegate-copy this form if necessary

Title (Prof/Dr/Mr/Ms/Mrs, etc.) \_\_\_\_\_

First Name \_\_\_\_\_

Family Name \_\_\_\_\_

Job Title \_\_\_\_\_

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### Networking Dinner - 19 October

I will attend  I will not attend

### Preferred Concurrent Sessions *Select one from C, E, I and K*

C1  C2  C3

E1  E2  E3

I1  I2  I3

K1  K2  K3

### Conference Registration Fee *Payable in advance in euro*

Conference Board Associate Rate € 2,195.00

Non-Associate Rate € 2,595.00

### Special Discounts

**The Conference Board Council Members** - European Council on Work-Life & Diversity free of charge. Other Council Members from Associate Companies qualify for a 50% discount (€ 1,100.00)

**Team Discount** - 3 registrations for the price of 2

### Cancellation Policy

Cancellations must be confirmed in writing. Substitutions are welcome at any time although prior notice would be appreciated.

Before 20 September 2006 Full Refund

Between 21 Sept - 5 Oct 2006 Refund less €250 Adm. Fee

After 6 October 2006 NO REFUND

Registered participants who fail to attend, and do not cancel by 6 October 2006 will be invoiced for 100% of the registration fee.

Agenda Codes: WEB 3

### Four Ways to Register

**Online:** www.conference-board.org/EuDiversity.htm  
or send an E-mail to:  
brussels@conference-board.org

**By Fax:** +32 2 675 03 95

**By Phone:** 08.30 to 17.30 CET, Monday through Friday  
+32 2 675 54 05

**By Mail:** The Conference Board Europe  
Chaussée de La Hulpe 130, Box 11  
B-1000 Brussels, Belgium

### Payment can be made by: *(please tick)*

#### Credit Card:

Visa  Eurocard/Mastercard  American Express

Credit Card N° \_\_\_\_\_

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**Cheque** attached payable to 'The Conference Board Europe'

**Bank Transfer (EU countries only) – pay on invoice**

Payment must be received in full by the date of the conference.

For registrations after 20 September 2006 credit card details must be provided for payment.

Bank transfer details will be shown on the invoice. Specify delegate name(s) and code no: 310007 on transfer.

### Hotel Accommodation – Book by 08 September 2006

Fees do not include hotel accommodation. For room reservations at the special rate of €160 excluding breakfast, please book direct with the hotel before 08 September 2006. Hotel booking form will be forwarded on registration. Specify The Conference Board Europe for special room rates

#### Radisson SAS Hotel Berlin

Karl-Liebknecht-Strasse 3

D-10178 Berlin

Tel: +(49) 30-23828 0

Fax: +(49) 30-2382810

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Programme subject to change

September 2006