



The 2013

Women's Leadership Conference

Accelerating Positive Change for Women

May 14–15, 2013, New York Marriott Downtown

May 13, 2013, Pre-Conference Seminar



- Understand the organizational changes needed to drive women's success
- Learn new leadership skills to enhance your own success
- Become a catalyst for change in your own organization

Benefits of attending

- Be inspired by the stories of women who have navigated to the top of their organizations.
- Learn about cutting edge initiatives and the most recent research on key factors for women's success in leadership roles.
- Increase your own knowledge and skills in finding and building relationships with sponsors, personal branding and executive presence.
- Build connections by working with other leaders as you create action plans to apply when you return to work.

Who should attend

The Women's Leadership Conference is a valuable source of information, insights, tools and networking opportunities for leaders in senior positions across all industries and functions, and in organizations of all sizes. Senior executives who are motivated to succeed and drive change, primarily at the VP level and above will be in attendance.

Previous participants of The Women's Leadership Conference

Ally Financial
AT&T Inc.
AXA Group
Bayer
Boehringer-Ingelheim
Caterpillar
Choice Hotels International
Colgate-Palmolive
eBay
Hewlett-Packard
IBM
Johnson & Johnson
Kimberly-Clark
McKesson
Merck

Microsoft
Morgan Stanley
Pfizer Inc.
Procter & Gamble
Raytheon
Standard & Poor's
State Farm
Thomson Reuters
Toyota Motor Sales, U.S.A., Inc.
Travelers
U.S. Department of State
UnitedHealthcare
Vanguard Group
Verizon
The Weather Channel

Marketing partners

CATALYST





Pre-Conference Seminar May 13, 2013

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

Moving Beyond the Myth of “Work-Life Balance:” Focus on Your Priorities, On and Off the Job, Every Day and Throughout Your Career – and Find your Perfect Work-Life “Fit”

SEMINAR 9 AM-3 PM

When Anne Marie Slaughter, Sheryl Sandberg and Marissa Mayer can make headlines in *The New York Times* and *The Atlantic* for their work-life choices and beliefs, it's clear women leaders face greater scrutiny, fairly or not, for how we manage our priorities on and off the job. In that context, how can we redefine our notions of the elusive “balance,” to find a personal fit between work and life that meets our individual interests and goals, and the needs of our jobs?

This seminar will address questions such as:

- How can I find time to care for myself and my loved ones, while continuing to nurture my professional “brand” and project executive presence?
- How can I do “extra’s,” like network and build a sponsor relationship when I need to get my work done so I can be home in time to relieve the babysitter or care for my aging parents?

The answer is not to deny that the challenge exists, *but to take control every day and at major life transitions*. In this interactive, hands on workshop, you'll learn time tested and practical, commonsense skills to find a work-life strategy that fits you and your job. Plus, we'll spend time on how to begin to build the work and career flexibility we all need into a critical part of your organization's business strategy.

Called “one of the smartest, sophisticated thinkers” by the *New York Times* and one of Mashable's Top 14 Career Experts on Twitter, Cali Williams Yost has been a pioneering expert on managing work and life in the new economy for nearly two decades. Cali has shown hundreds of organizations like BDO USA, Novo Nordisk and the United Nations, and tens of thousands of individuals how to partner for award-winning flexible work success.

Cali Williams Yost, Chief Executive Officer of the **Flex+Strategy Group/Work+Life Fit, Inc.**, and Author, *Work+Life: Finding the Fit That's Right for You* and *Tweak It: Make What Matters to You Happen Every Day*

Tuesday, May 14, 2013

REGISTRATION AND CONTINENTAL BREAKFAST 7:45–8:45 AM

WELCOME AND INTRODUCTIONS 8:45–9 AM

Julie Magrath, Conference Co-Program Director, **The Conference Board**

KEYNOTE SESSION A 9–10:30 AM

Take the Lead to Your Next Big Move

What is that magical quality that brings out the best in people? Is it available to us all? A senior advisor to two Presidents, Betsy Myers will share her insights into these questions, and describe the qualities that differentiate successful women leaders. Wendy Capland, Founder and CEO of VisionQuest Consulting will join Betsy to focus on how we can each accelerate positive personal and organizational change in our lives.

Betsy Myers, Speaker, Author, Public Servant, Mentor, Advocate, Founding Director of the **Center for Women & Business, Bentley University** and Author, *Take the Lead*
Wendy Capland, Founder and CEO, VisionQuest Consulting, Fellow, **Center for Women & Business, Bentley University**, and Author, *9 Steps to Creating your Next Bold Move*

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

SPONSOR **State Farm**



B 10:45 AM–NOON

Tales from the C-Suite

Successful women who manage significant line responsibilities (in business unit president or other C-Suite roles) will speak about their experiences at companies such as *The New York Times*, Acxiom, Chubb Insurance, and others. The moderator will pose questions that are based on known success factors that differentiate successful leaders.

Moderator

Judy Hoffstein, Conference Co-Program Director, **The Conference Board**

Panelists

Yasmin Namini, Senior Vice President, Chief Consumer Officer

The New York Times Media Group

Nada Stirratt, Chief Revenue Officer, **Acxiom**

Kathleen Tierney, Chief Operating Officer and Executive Vice President

Chubb Personal Insurance

Joanne Zaiac, President, NY Region, **Digitas**

C NOON-12:45 PM

The Gender Equality Project: Global Study Results

SESSION SPONSOR



Since 2009, The Gender Equality Project has been working with global corporations to close the gender gap in the workplace. The Co-Founder of TGEP will take us through the key insights and strategies that drive success, particularly in bringing more women into senior leadership roles.

Aniela Unguresan, Co-Founder, **The Gender Equality Project**

LUNCHEON ROUND TABLES D 12:45-1:45 PM

CONCURRENT SESSION E1 1:45-3:15 PM

From Good to Great: Getting Women on Boards

Janice Ellig will describe the forces of change at play on Boards in Europe and the U.S, the stronger financial performance of companies with more women board members, the role key stakeholders must play in board diversity and why, and showing the strong pipeline of board-ready women. Janice will lead a discussion among successful women serving on corporate boards: how they got onto their boards; what it takes to get more women onto boards; suggestions to women who would like to serve on a public company board; and their role and the challenges they face once on the board.

Moderator

Janice Reals Ellig, Co-CEO, **Chadick Ellig**, and Author, *What Every Successful Woman Knows*

Panelists

Anne Busquet, President, **AMB Advisors**

Mary Farrell, President, **Howard Gilman Foundation**

Debra Perry, Non-Executive Director, **Corporate and Mutual Fund Boards**

Ann Sarnoff, Chief Operating Officer, **BBC Worldwide America**

CONCURRENT SESSION E2 1:45-3:15 PM

Be the Person You Want Others to See: Maximizing Your Personal Brand

How can you present yourself as the person you want others to see? Packed with practical strategies to help you sell ideas, articulate your vision and deliver crisp messages, this interactive session will help you enhance your executive presence and transform the way you motivate, influence and inspire your listeners.

Karen Friedman, Chief Improvement Officer

Karen Friedman Enterprises and Author, *Shut Up and Say Something*

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

NETWORKING REFRESHMENT BREAK 3:15–3:30 PM

CONCURRENT SESSIONS F1 3:30–4:45 PM

Coca Cola's Global Women's Initiative: Positively Changing Coke's Secret Formula

The Global Women's Initiative is felt everywhere in Coke's changing culture. This 2013 Catalyst Award-winning initiative encompasses 22 business units in 207 countries, with the goal of achieving gender parity at all levels of the organization by 2020. Our speakers will share the secret formula, and results to date, for how the initiative has knit a variety of best practices into the fabric of the organization.

Steve Bucherati, Chief Diversity Officer, **The Coca Cola Company**

Terry Hildebrand, Global Head of Talent Development, **The Coca Cola Company**

CONCURRENT SESSION F2 3:30–4:45 PM

Opening Doors for Sponsorship

Senior leaders who actively provide career support and advocacy (i.e., sponsors) hold the key to essential job assignments and promotions that will benefit women. Rebecca Shambaugh's action-oriented session provides a roadmap for sponsorship for both organizations and individuals. It will include the key factors that open doors and foster meaningful conversations and pathways to sponsorships; a client case study; and the "how to's" of mastering the role of a sponsor and protégée to ensure lasting results.

Rebecca Shambaugh, President, **Shambaugh Leadership** and Author, *It's Not a Glass Ceiling, It's a Sticky Floor*; *Leadership Secrets of Hillary Clinton*; and *Make Room for Her*

NETWORKING BREAK 4:45 - 5 PM

G 5 - 5:45 PM

My Greek Drama: Saving the 2004 Athens Olympics

Hear firsthand the riveting, true story of the struggles of the woman who twice rescued the Athens Olympics from ruin. From winning the Olympic bid for Greece to masterminding the enormous organizational task of preparing Athens for the Olympic Games, this session will entertain while providing a case study on strategy, leadership and execution.

Gianna Angelopoulos, Olympic Organizer, **Ambassador of the Greek State**
former Member of Parliament, **Lawyer** and Author, *My Greek Drama*

NETWORKING RECEPTION 5:45 - 6:45 PM

Presentations

Available online in advance of the conference

Wednesday, May 15, 2013

REGISTRATION AND CONTINENTAL BREAKFAST 7:30–8:30 AM

H 8:30–9:45 AM

Research Results: Working with White Male Leaders

Looking for a sponsor? Unsure how to approach that conversation about your career with your boss? Join Chuck Shelton and panelists from two major corporations for a straightforward, constructive conversation about key differences between men and women, and how understanding differences can lead to improved relationships and collaboration.

Moderator

Chuck Shelton, Managing Director, **Greatheart Leader Labs**

Principal, The 2012 Study on White Men Leading Through Diversity & Inclusion and Author, *Leadership 101 For White Men*

Panelists

David Bidmead, Chief Executive Officer, **United States, Marsh, Inc.**

Michael Greenstein, Partner, **PwC**

Donald Fan, Senior Director, **Wal-Mart Stores**

I 9:45–10:30 AM

Winning Strategies for Women to Get Ahead

Common wisdom about advancing in the workplace is straightforward: let your boss know you're ready for that challenging assignment. Make your career ambitions and commitment clear. Sounds like good advice. But according to Catalyst's research, there are particular strategies that work well for women and many, commonly assumed to help both men and women, which do not. In this session, two leading experts will share insights and examples of winning strategies, including the art of negotiation and taking smart risks – and give you the opportunity to consider your next steps.

Aimee Horowitz, Senior Director and Consultant, **Global Member Services**

Anna Beninger, Senior Associate, Research, **Catalyst**

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

J 10:45–11:30 AM

Making your Next Bold Move: Facilitated Discussion

Join your colleagues and a facilitator in small table group discussions to build customized action plans that will enable you to act on your key conference learnings to: 1) improve your own leadership and 2) adopt these new ideas to accelerate positive change for women in your organization.

Co-Facilitators

Julie Magrath, Conference Co-Program Director, **The Conference Board**

Judy Hoffstein, Conference Co-Program Director, **The Conference Board**

K 11:30 AM–12:45 PM

Tapping the Power of The Female Vision

Sally Helgesen, a global leadership expert, will show how women can strengthen their leadership brand and benefit their organizations by articulating and acting on their vision. Sally will focus on actionable practices for framing an authentic vision, enlisting allies to support it, and building a strong and distinctive leadership presence.

Sally Helgesen, Speaker and Leadership Consultant, and Author, *The Female Vision: Women's Power at Work* and *The Female Advantage: Women's Ways of Leadership*

Call Customer Service at 212 339 0345



Registration Information

Online www.conferenceboard.org/women2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

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Conference (B19013-2)

May 14-15, 2013

New York Marriott Downtown

Associates \$2,295

Non-Associates \$2,595

Pre-Conference Seminar (B78013-2)

May 13, 2013

New York Marriott Downtown

Associates \$895 Non-Associates \$995

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Women's Leadership Conference**.

New York Marriott Downtown
85 West Street at Albany Street
New York, NY 10006
Phone: 212 385 4900
Reservations: 800 228 9290

Hotel reservations cut-off date:
Friday, April 19, 2013

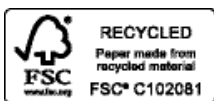
Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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The Conference Board
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Promotion Code