



ALL TIMES ARE LISTED IN EASTERN TIME

(for BST add 5 hours)

8:30 – 8:55 a.m. 1:30 – 1:55 p.m. (BST)

Welcome and Trade Show Opens

8:55 – 9:05 a.m. 1:55 – 2:05 p.m. (BST)

Opening Remarks from the Chair: Advita Patel (she/her), Co-Founder, A Leader Like Me

9:05 – 9:50 a.m. 2:05 – 2:50 p.m. (BST)

Opening Keynote Representation in PR Matters

Jane Brearley, Founder and CEO of UK-based Intent Health

Join Jane Brearley, Founder and CEO of UK-based Intent Health, an agency founded on diversity, inclusion and representation as she discusses why representation in healthcare matters. In one short year, during a pandemic, Intent Health has built a business of 18 employees from diverse backgrounds. Find out about:

- The huge role Communications and PR play in raising awareness of the inequalities that exist and impact under-represented groups
- Inequalities that exist in all aspects of health and social care, from diagnosis, to service provision and access to treatment, that can negatively impact health outcomes
- Why it's difficult to create campaigns that change peoples' behaviour around health in a multi-cultural society when 91% of PR practitioners are white
- How representation at every step of the way can help create campaigns that truly resonate with your entire audience.

Let's stop creating campaigns in a bubble and find out the secrets of Intent Health's success and what happens when you embrace diversity, inclusion and representation.

9:50 – 10:40 a.m. 2:50 – 3:40 p.m. (BST)

Panel: Performance and Progress – How our professional membership bodies are showing their commitment to DEI

Join representatives from PR and Communication associations as they discuss the progress they have made on diversity, inclusion and equity in our profession.

- The results of research conducted on the state of diversity in the professional around the world
- The actions taken and progress made in the past year
- The opportunities and challenges that lie ahead

Panelists: Gabrielle Loring, Katrina Marshall, Loretta Lam, Cornelius Alexander
Moderator: Jefferson Darrell

10:40 – 11:00 a.m. 3:40 – 4:00 p.m. (BST) **NETWORKING BREAK + TRADESHOW**

11:00 – 11:40 a.m. 4:00 – 4:40 p.m. (BST)

The Ultimate Employee Advocate

Mark Webb, Head of Comms, Shift.ms

Mark tells a compelling story of his once-upon-a-time high-flying career, inextricably intertwined with his MS diagnosis and his disability 'journey'.

He'll show you he has become the ultimate employee advocate. And will try his hardest to persuade you of the value of better representation in the Comms industry

11:40 – 12:30 p.m. 4:40 – 5:30 p.m. (BST)

Panel: A Leader Like Me: Courage, Confidence and Career

Members of the A Leader Like Me come together for an honest conversation about the realities of navigating our PR industry as women of colour.

- What does it mean when you cannot see a leader like you
- Challenges and barriers often in the way of success
- What it means to find a community of support personally and professionally

Panelists: Teela Clayton, Naomi Smith, Nafisa Shafiq, Danielle Norris
Moderator: Amrit Nijjar

12:30 – 1:00 p.m. 5:30 – 6:00 p.m. (BST)
NETWORKING/LUNCH BREAK/TRADESHOW

1:00 – 1:40 p.m. 6:00 – 6:40 p.m. (BST)

Bridging communication & DEI

Neil Griffiths, ABC, Chart.PR, IABC Fellow, Global Head of Diversity, Equality & Inclusion, ERM

2020 transformed DEI and communication in ways that many organizations are still grappling with.

As they raced to deal with the impacts of the pandemic and the shift in stakeholder expectations in light of the global protests for racial and social justice, communication teams were truly in the spotlight. Some were even called upon to drive the DEI agenda forward. During this 'in conversation' session, Neil Griffiths will talk about the transition from communication leader to Global Head of DE&I at Environmental Resources Management, the monthly drop-in sessions he hosted over the past year to support communicators working with DEI, as well as the skills and experience that communication professionals can bring into DEI work.

1:40 – 1:50 p.m. 6:40 – 6:50 p.m. (BST) **STRETCH BREAK**

1:50 – 2:30 p.m. 6:50 – 7:30 p.m. (BST)

The Market of the Future

Ayeni Adékúnlé Samuel, CEO, Black House Media

Are you ready for the market of the future? Ayeni shares his insights on the changing global marketplace and how his company, BHM, is growing through global expansion. In his mind, practitioners today fall into three categories: those who are inquisitive about the changing marketplace, those who are leading the change, and those who are comfortable with business as usual. That's why Ayeni has been passionate about using technology and innovation to drive a future where everyone wins.

In this session, you will learn about:

- The global clients that are focusing on both doing well and doing good
- How public relations will help citizens, brands and organisations build a better world
- How technology enables and accelerates growth
- The impact of citizen advocacy in an age of social networking

- Why unlikely candidates will build the market of the future

2:30 – 2:50 p.m. 7:30 – 7:50 p.m. (BST) NETWORKING BREAK + TRADESHOW

2:50 – 3:30 p.m. 7:50 – 8:30 p.m. (BST)

Panel: The Future is Bright

What does PR look like from the perspectives of those entering the profession? Studies around the world tell us that where we are losing diverse practitioners is in between the junior and intermediate years. Join the conversation with young PR practitioners to understand their wants and needs to help you grow diversity in the profession. Join this section to hear about:

- Changing demographics and the expected war for talent
- Expectations of our young and digitally savvy practitioners
- What young people expect when it comes to culture and social responsibility in PR in their employers

Panelists: Mubashira Nusrat Farooqi, Son Pham, Ilyana Rajwani

Moderator: Keith Riley-Whittingham

3:35 – 4:15 p.m. 8:30 – 9:15 p.m. (BST)

Bridging the gap for a prosperous future

Jordan Baptiste, Managing Director, Creative Fire

As a proud member of Kitigan Zibi Anishinabeg, Jordan Baptiste has built partnerships between resource-sector companies, Indigenous enterprises and industry suppliers from coast to coast. He brings more than a decade of experience working with global leaders and supply chain partners in nuclear and alternative power generation, mining, construction and transportation. As Managing Director of Creative Fire, an Indigenous-owned agency team members and clients across Canada, Jordan is committed to building relationships. Join us to learn about:

- How to develop relationships and processes for creating win-win relationships between local Indigenous communities, their business entities and industry partners with the ultimate goal of driving business development and opportunities for all partners.
- How Diversity and Inclusion is no longer a 'side-project' for companies and organizations, it is value proposition that is integral to success and the bottom line. By committing to inclusion and the principles of Reconciliation organizations can bridge gaps of understanding and opportunity, ultimately leading to greater

self-determination, wealth, and wellbeing for Canadian Indigenous peoples and communities and a more prosperous future for all.

- Creative Fire's central purpose to be a catalyst for change through meaningful local impact and fostering authentic engagement between Indigenous and non-Indigenous peoples and organizations.

As part of Jordan's session, he will share more about his commitment to developing training and education opportunities for Indigenous youth. It's a story of reconciliation in action that extends to clients, partners, communities and Canada as a whole.

4:15 p.m. Conference Concludes

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