



**Skills for Change**  
*Diversity at Work™*



## **9th Annual Diversity@Work Conference**

# **Turning Policy into Practice: The Disrupters, Pioneers & Innovators**

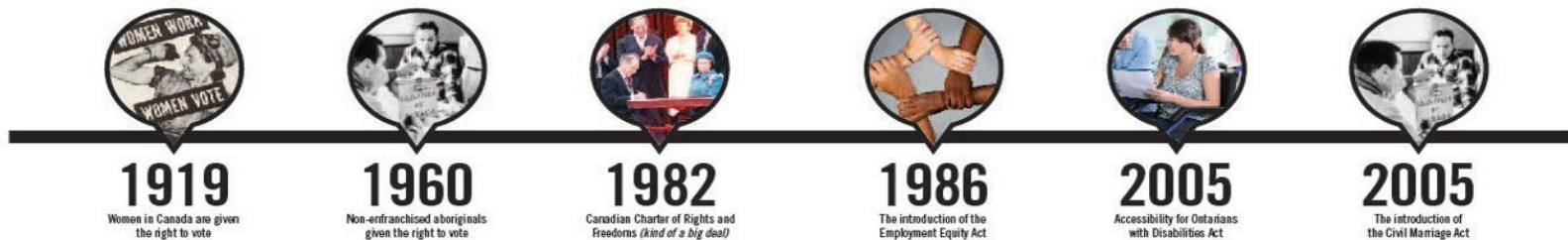
**September 21, 2018 9am – 4pm  
St. James Cathedral Centre  
65 Church Street, Toronto, ON**



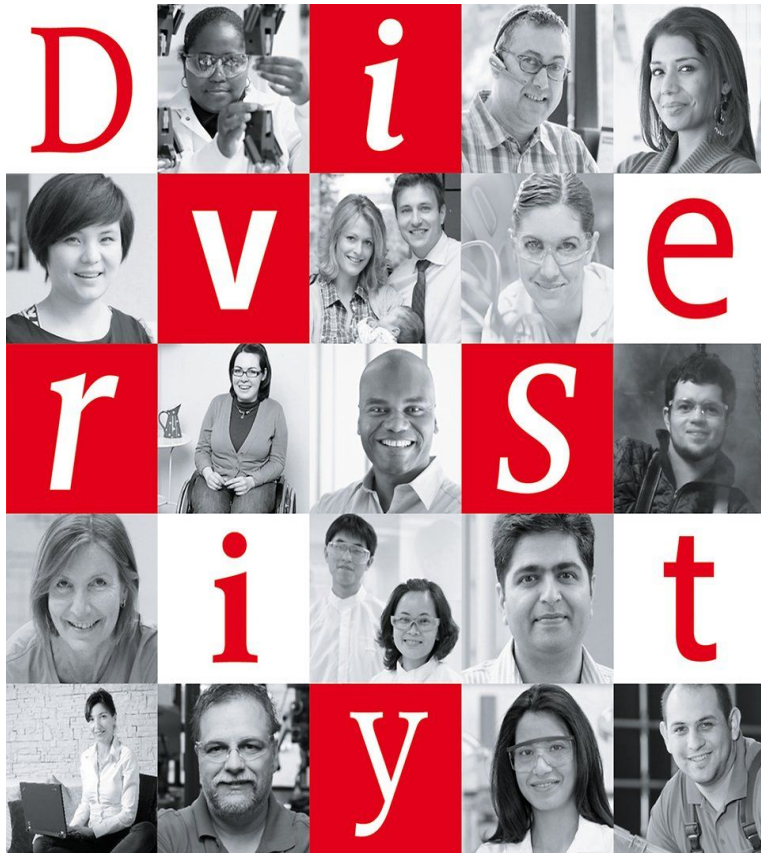
**Skills for Change**

# Diversity & Inclusion in Canadian workplace?

- *25% of Canadians say they have experienced racism. While the number of Canadians who say they've experienced racism increased, those who think racism is a serious problem in Canada decreased.*
- *In yearly earnings, women working full time in Canada still earned 74.2 cents for every dollar that full-time male workers made.*
- *Black Experience Project (BEP), one-third of the participants in Toronto identified workplace challenges linked to being Black.*
- *A study conducted by Telus revealed that around one-third of respondents didn't find their workplace safe and inclusive for gay and lesbian employees.*
- *Human Rights Commission, people with disabilities whose identities intersect with other common grounds for discrimination such as sex, race or age may be subject to additional disadvantages when they try to gain employment.*
- *As of June 29, 2018, Ontario's Progressive Conservative government has appointed cabinet of 21 including only 7 women and 1 visible minority.*



# Identifying the Value of Diversity



- Racially diverse workforce was positively associated with more customers, increased sales revenue, greater relative profits, and greater market share (Catalyst, 2013)
- Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial return above their respective national industry medians (McKinsey, 2015)
- When employees think their organisation is committed to, and supportive of diversity and they feel included, employees report better business performance in terms of ability to innovate, (83% uplift) responsiveness to changing customer needs (31% uplift) and team collaboration (42% uplift) (Deloitte, 2017)
- Diversity is a key driver of innovation and is a critical component of being successful on a global scale. Senior executives are recognizing that a diverse set of experiences, perspectives, and backgrounds is crucial to innovation and the development of new ideas. (Forbes Insights, 2017)



# About Diversity@Work

## *Diversity@Work*

***“An annual professional conference dedicated to building inclusive and productive workplaces”***

Diversity@Work conference evolved from a dynamic presentation given in 2010 by a team of people who were passionate about creating innovative approaches to attracting top talent from new immigrants to Canadian workplaces. This presentation became an annual conference hosted by the Skills for Change, a Toronto-based organization known for pioneering programs that respond to shifting immigration and workplace trends and lead to employment.

Since 2011, our annual Diversity@Work conference has created meaningful and practical learning opportunities for cross-sectoral leaders to discuss the future of managing and building diversity in the workplace. Diversity@Work conference also provides participants with Human Resources Professional Association (HRPA) credits for continuing education.



# About Diversity@Work

The 2014 conference, ***Valuing Diversity: Challenges, Opportunities, & Next Steps*** facilitated meaningful conversation around workplace diversity and examined it through different lenses.

The 2015 conference, ***Exploring the Complexities of Diversity: Age, Gender, Culture, and Competencies*** brought several leaders in diversity, equity, law, inclusion & HR who provided actionable solutions to tackling diversity issues at workplace.

The 2016 conference, ***The Future of Workplace Diversity*** focused on exploring innovation and change in addressing current and future workplace diversity, equity and inclusion trends and issues.

The 2017 conference, ***Changing Faces of Diversity*** facilitated dialogues to develop strategies on how to effectively manage the changing workforce from what it once was.





# Diversity@Work 2018

Our 2018 Conference,

***Turning Policy into Practice: The Disrupters, Pioneers & Innovators***

**will bring together 300+ attendees and speakers to explore what diversity and inclusion in the workplace truly look like.**

Many organizations create and include workplace diversity & inclusion policies. However, policies alone may not be enough to build a diverse and inclusive workplace, because diversity and inclusion are not merely a box-ticking and/or reading exercise. Equity and diversity can bring many intersecting challenges, uncertainties, grey areas and therefore, we need to know how we can work together to build truly inclusive work spaces. How do we get there?

*Our speakers who have disrupted, pioneered, and innovated the way our workplace once was, will discuss how we can turn diversity and inclusion policy into practice and what business benefits of a diverse workforce are, and share real examples of what diversity and inclusion in the workplace truly look like.*



# Diversity@Work 2018

## Practical Strategies & Solutions

### Conference attendees will:

- Gain corporate buy-in by creating an effective business case
- Get tools and resources to prepare your organization for diversity practice
- Find solutions for the improvement of current practices
- Access measurement and accountability tools for diversity programs
- Learn about the legal perspective on diversity practice
- Develop necessary skills and networks to become an expert in this area

## Audience

### This conference is of interest to:

- HR professionals who want to develop or strengthen diversity initiatives
- Managers who have responsibility for employee professional development
- Internationally-educated professionals who are interested in learning about new and innovative approaches to diversity practice in Canadian workplace
- Anyone who is interested in learning about diversity practice at workplace by connecting with experts, leaders and professional networks



## Reach

**We are expecting 300+ attendees.**

The learnings from this conference will be compiled and disseminated to a wider audience in order to broaden the impact of the conference.



# Diversity@Work 2018

<b>Agenda</b>	
<b>8:30 am-9:15 am</b>	<b>Registration &amp; Networking</b>
<b>9:15 am-9:30 am</b>	<b>Welcome Address</b>
<b>9:30 am-10:15 am</b>	<b>Keynote Address</b>
<b>10:15 am-11:00 am</b>	<b>Morning Plenary Session</b>
<b>11:00 am-11:20 am</b>	<b>Networking Break</b>
<b>11:20 am-12:10 pm</b>	<b>Panel Discussion</b>
<b>12:10 pm-1:00 pm</b>	<b>Lunch &amp; Networking</b>
<b>1:00 pm-2:30 pm</b>	<b>Workshops</b>
<b>2:30 pm-2:45 pm</b>	<b>Networking Break</b>
<b>2:45 pm-4:00 pm</b>	<b>Workshops</b>

Curious about our speakers, panels,  
workshop presenters from  
cross-sectoral networks?

Please stay tuned on our website  
for the updates!

<http://www.diversityatwork.org/>





# We Need Your Support

**\$10,000+**

**Lead Sponsor**

**\$5,000+**

**Corporate**

**\$2,500+**

**Networking Lunch**

**\$1,000+**

**Supporters**

Diversity@Work has been possible because of generous support of sponsors like YOU.

By sponsoring or making a donation, you demonstrate your commitment to a diverse and inclusive Canada.

**Please join us this year and add value to the conference as well as your business.**



# Diversity@Work 2018 Sponsorship Benefits

Benefits	Lead \$10,000+	Corporate \$5,000+	Networking Lunch \$2,500+	Supporter \$1,000+
<b>Speaking Engagement Opportunity</b>	√ (Presentation/Workshop Presenters + Remarks at reception)	√ (Panelist/Workshop Presenters)	√ (Remarks before at lunch)	-
<b>Recognition on all event related print</b>	√ (Full pg Ad)	√ (Full pg Ad)	√ (Banner Ad)	√ (1/2 page ad)
<b>Big screen recognition</b>	√	√	√	√
<b>Marketing E-blasts dedicated to your company</b>	√ (4 e-blasts leading up to event)	√ (2 e-blasts leading up to event)	√ (1 e-blast leading up to event)	√ (1 e-blast leading up to event)
<b>Social Media mentions</b>	√ (8 posts)	√ (6 posts)	√ (4 posts)	√ (1 post)
<b>Tickets to the conference</b>	√ (10 tickets)	√ (6 tickets)	√ (4 tickets)	√ (4 tickets)
<b>Year-round website presence</b> <i>(Logo and URL)</i>	√	√	√	√
<b>Name recognized in Press Release</b> <i>(sent to local and national media outlets prior to conference with company description)</i>	√	√	-	-
<b>Blog Podcast</b> <i>(to be done between Jan and April of 2019)</i>	√ Interview 2 Executives	√ Interview 1 Executive	-	-
<b>Feature in SfC Monthly Online Newsletter</b>	√ ( 1 Spread)	√ (1 Feature Article)	√ (1 Mention with logo)	√ (1 Mention no logo)

# Any Questions?

We endeavor to work towards the solution that best suits your requirements and deliver results for you. We will be pleased to customize a package that meet your needs and interests.

## **Please connect with us!**

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