

## Hispanic Leadership Summit Program

December 9 - 10, 2019

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### **Morning Session**

#### **10:00 - 10:10 AM Welcome Remarks**

*Janet Murguía, UnidosUS*

#### **10:15 – 10:50 AM Set the scene: Overview of Hispanics in America**

*Presentation of key facts and figures about the US Hispanic population today, including data on demographics, behavioral trends and sentiment of the Hispanic community.*

### **Reporting Back**

#### **10:55 - 11:15 AM Access to Education Reporting & Feedback**

*A reporting back of the key findings around one of the priorities of the Vision 2020: Access to Education.*

#### **11:15 - 11:35 AM Financial Empowerment Reporting & Feedback**

*A reporting back of the key findings around one of the priorities of the Vision 2020: Financial Empowerment.*

#### **11:35 - 11:55 AM Changing Perception Reporting & Feedback**

*A reporting back of the key findings around one of the priorities of the Vision 2020: Changing Perception. Announce the Campaign*

#### **12:00 – 12:35 PM From the C-Suite: Hispanic Promise - The C-Suite D&I Conversation**

*A discussion with CEOs about the relevance of inclusion and diversity in the workplace-- from challenges to best practices and lessons learned. The panel will share why visionary companies are making D+I a key priority in their organizations for themselves and their clients. The panel will lead into a ceremonial signing of The Hispanic Promise - a call to the business community to advance and empower Hispanics through qualified workforce development and the celebration of Hispanics as employees, customers and citizens.*

#### **12:35 – 12:50 PM Hispanic Promise Signing Ceremony (In front of panel & @ podium)**

*The signing ceremony will represent a symbolic moment where companies will join the Hispanic Promise. It is expected that 10+ companies will participate in the ceremony. Named companies will come forward to the stage, sign the HP book and a copy that they will take with them, and have an individual photo. After the signature, there will be a group photo with signatories and backers.*

#### **1:00 – 2:15PM Luncheon**

#### **Unification of the Hispanic Community: Breaking Barriers & Busting our Bubbles**

*1:00 PM Luncheon Begins*

#### **1:20 - 1:30PM Henry Cisneros Keynote**

**1:35 - 1:45PM** Busting Bubbles Activation Narrated by David Shingy

**Afternoon Session**

**2:30 - 2:40PM** Afternoon Welcoming Remarks (Claudia Romo Edelman - Campaign Reminder)

**2:45 - 3:15 Identity**

*Identity is a key issue for the Hispanic community, from understanding it, to owning it, to being proud of it. Being migrants and having background from diverse countries, Hispanic identity needs to be discussed, built upon, and plays a huge role in the branding and communication of our community. This session will gather leaders willing to discuss why identity matters and will bring a surprise element through a partnership with Ancestry on how we are more the same than we are different. Unidos we are strong!*

**Ancestry Activation Reveal**

*In an effort to underscore the deeper connections among Hispanic community of leaders, the We Are All Human Foundation has partnered with Ancestry<sup>®</sup>, a global leader in family history and consumer genomics, to offer complementary DNA testing to a selected group of delegates. Aggregated data about the volunteering delegates' heritage will be analyzed by Ancestry and shared as part of the Summit so that we can learn more about what connects us as individuals of Hispanic origin.*

**3:15 - 3:25 Keynote: David Kenny - Importance of the Census**

**3:25 – 3:50 PM Importance of Data (@ panel)**

*US Hispanics are the best kept secret in America. They make up more than 18% of the population and as a single demographic cohort is growing faster than the U.S. economy as a whole. Hispanics are the muscle of growth for the middle class of America. However, they remain largely invisible, underrepresented, misrepresented and undervalued. Access to data and information is important to grow the awareness of the power, beauty and success of this community. Learn how experts are diving into data and understand the necessity to share and understand the basic facts and figures.*

**3:50 - 4:25PM Strategies for Marketers, Communications & Creatives**

*Those in marketing, communications and creatives have a key role to play in understanding and actively reaching Hispanic consumers. As companies are only just beginning to understand the marketing opportunity, hear from some experienced markets about the trends, best practices and lessons learned to effectively reach the Hispanic population effectively and authentically.*

**4:30 - 5:05 Leadership & Management Development (panel)**

*Hispanics are 18% of the population of America, but only 1% of the top corporate executive positions in the nation's largest corporations. According to Forbes, this leadership gap suggests that we are not using our human capital in the most efficient and effective way. This is unsustainable and jeopardizes the country's future growth and success, particularly when automation will replace many of the jobs that Hispanics hold today. This breakout session will discuss the state of career tracks for Latinx leaders who desire to be in the C-suite, and how to address this issue with today's CEOs; highlight Hispanic talent development best practices, analyze educational and cultural qualities that affect the rise up corporate career ladders; steps and solutions companies can take to promote Hispanics to senior positions and board positions and also training, re-training and skilling for the future.*

**5:10 - 5:45PM Diverse Hiring Best Practices (HR LEADERS)**

*Diverse and inclusive companies drive innovative results, outperform those with a more homogeneous workforce, gain greater profitability and value creation and avoid tarnishing their reputation. Yet, Corporate America still struggles in this area, often failing to attract and retain diverse talent. Hispanics are young and hard-working and 2/3 of US Hispanics are part of the labor-force. Yet 76% have said they have to pretend they are someone they are not in the workplace often leading to a revolving door or lack of representation in senior positions. Particularly in a time of low unemployment, attracting and retaining young talent will be key for visionary companies. This breakout session will discuss how to hire, promote, retain and manage Hispanics in the workplace - best practices, lessons learned, ERGs perspective and engagement.*

**5:45 - 6:00PM Closing Remarks - Cohosts**

**December 10, 2019**

**From Framework to Game Plan**

**10:00 – 10:10AM Welcome Remarks (@ Podium)**

**10:15 – 10:55AM World Outlook (@ Panel)**

*After a day of looking inwards, this will be an outward facing session with leaders of various global expertise to provide a world outlook.*

**11:00 - 11:20AM Fireside chat: CEOs with Young Hispanic Professionals (@ Panel)**

*This will be a discussion about the perspective of the future workforce of America about the current workplace. This will be a discussion between Hispanic Young Professionals and CEOs to discuss the changing landscape and how companies and the next generation of professionals can work together to create inclusive environments that support the advancement of the future workforce of America.*

**11:20 - 11:50AM Learning from Other Communities with Rev. Jesse Jackson Jr.**

*Throughout history in the US, many communities have navigated their differences to come together, support one another and move the needle forward for the collective group. As we continue to advance the unification of the Hispanic community, what are the best practices and lessons learned that we can take from the experiences of other communities?*

**11:50 - 12:20PM The Impact of Culture on Perception: 20 Years Later**

*To celebrate the 20 year anniversary of Ricky Martin's Grammy performance of "Livin' La Vida Loca" and the 20 year anniversary of the Latin Grammys, we will reconvene with a conversation between leaders in music and entertainment to discuss the best practices and impact of culture on the perception of the Hispanic community.*

**12:20 - 12:50PM Campaign Workshop - open floor of ideas and enhancements**

**12:50 – 1:00PM Conclusions, Next Steps & Closing Remarks**