

Welcome to Out & Equal's 2011 Summit Roundup

Be sure to dial into the
audio portion of the conference

1-866-740-1260 (U.S. & Canada)

Participant Access code: 6946500

Your line will be muted, you are listening to:

["Shaping Lesbian, Gay, Bisexual and Transgender Workplace Equality,"](http://www.outandequal.org/2009SummitVideo)
<http://www.outandequal.org/2009SummitVideo>



2012 Out & Equal Annual Summit Roundup



Presenters:

Kevin Jones (Deputy Director), Glenn Alexander (Events), Dave Bueche (Development), Justin Tanis (Communications), Q Wilson (Training)

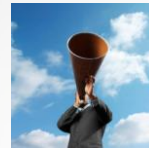


Q Wilson
Senior Associate, Training



Announcements

- Nov 17 – Monthly Town Call Webinar – Transgender Allies
- Dec 15 – Monthly Town Call Webinar – HIV/AIDs & the Workplace
- Mar 12-14 – Executive Forum in San Francisco
- Mar 14 – Leadership Gala Dinner in San Francisco
- Jul 4-6 – Global Summit in London
- Oct 30 – Nov 2 – 2012 Annual Summit in Baltimore
- Check www.outandequal.org for more info on:
 - Upcoming & Archive Training - <http://www.outandequal.org/training-programs>
 - Regional Affiliates - <http://www.outandequal.org/regional-affiliates>
 - Employee Resource Groups - <http://www.outandequal.org/resources/groups>
 - CareerLink - <http://lgbtcareerlink.com/>
 - Summit 2012 - <http://outandequal.org/summit-2012>



Q Wilson
Senior Associate, Training

ReadyTalk Features



- Lines are muted
- Use chat to ask questions during the presentation (chats go to the presenters)
- Technical problems, raise your hand and check the chat box!
- Cut & Paste links from chat
- Polling – select an answer, submit and see results

2011 Out & Equal
Workplace Summit
October 25-28 in Dallas

2012 Out & Equal Annual Summit Roundup



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Polls

- How many of you attended this year?
- How many have attended in the past?
- What would be your reason for attending again?



Opening Comments

- Goals
- 2011 Changes and learnings



**Kevin Jones,
Deputy Director**



2011 Summit Overview

- Overall numbers
- “Outie” Awards
- Trip Report



**Glenn Alexander
Director of Events &
Content Delivery**



Benefits/Programming

- Company Visibility
- Showcase your company to a larger LGBT audience
- Professional Development - targeted toward HR/Diversity professionals, Executives/Management, ERG leadership, or the general audience in six categories: ERG engagement, International issues, Law and policy, Workplace climate, Professional development, and Diversity and community.
- Corporate Partnerships and Social Responsibility



Glenn Alexander
Director of Events &
Content Delivery



Overall Metrics

- **2011 Summit attendees:** 2,623
- **Volunteers:** 140
- **Unique Educational Programs:** 164
 - Workshops: 138
 - Featured Panels: 11
 - Global Series: 6
 - Film Screenings: 5
 - Leadership Seminars: 4
 - Plenaries: 4
 - Luncheons: 4
- **Workshop Presenters:** 273
- **Sponsors:** 126



Glenn Alexander
Director of Events &
Content Delivery

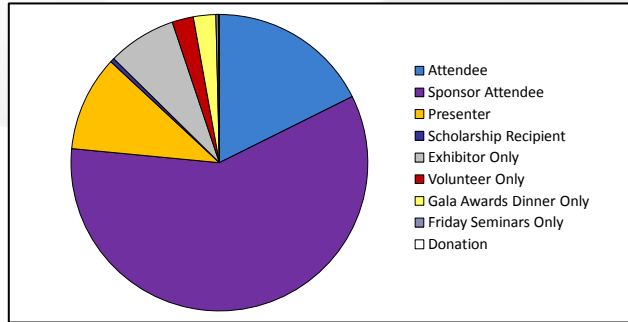


	Final 2011 2007	Final 2010 1825
Final Attendee	273	236
Presenter	12	62
Scholarship Recipient	196	214
Exhibitor Only	61	33
Volunteer Only	64	74
Gala Awards Dinner Only	7	NA
Friday Seminars Only	3	NA
Donation		
Total	2623	2450

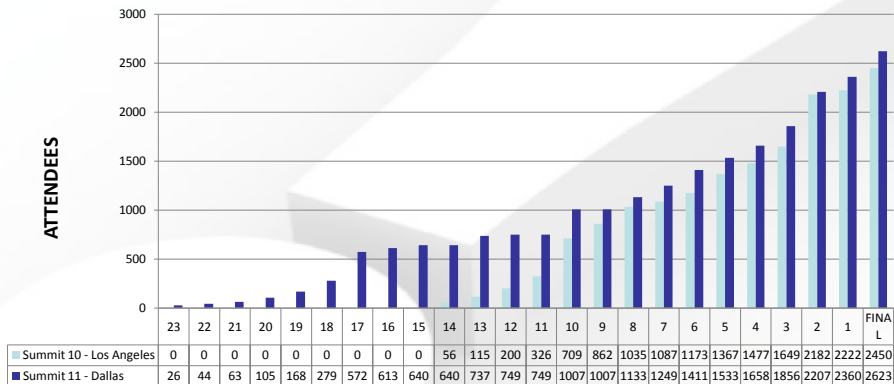
FINAL 2011 OUT & EQUAL REGISTRATION NUMBERS



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Director of Events &
Content Delivery



Workplace Summit Registration Trends



Outie Awards

The Summit is also the venue for the prominent **Out & Equal Workplace Awards**, known as “the Outies,” recognizing individuals and organizations that are leaders in advancing equality for LGBT employees in America's workplaces.

The 2011 Outie Award Winners

- **Trailblazer:** Claudia Woody (IBM)
- **Champion:** Dr. Sophie Vandebroek (Xerox)
- **LGBT ERG of the Year:** Bank of America
- **Significant Achievement:** Google
- **Workplace Excellence:** Accenture
- **Regional Affiliate of the Year:** Out & Equal Houston
- **Selisse Berry Leadership Award:** Brian McNaught



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2010 Summit Report

- How to use the Report
- Metrics
- Benefits/Programming
- Next Steps



Glenn Alexander
Director of Events &
Content Delivery

Demographics: Companies with the largest summit attendee presence

- Wells Fargo - 139
- Ernst & Young - 91
- Deloitte - 86
- Accenture- 86
- Northrop Grumman - 68
- KPMG- 59
- Bank of America - 58
- Raytheon- 53
- IBM- 53



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Demographics: By Industry

- Advertising/Marketing: 52
- Aerospace/Defense: 121
- Banking/Financial Services: 437
- Chemicals/Biotechnology: 89
- Consulting: 160
- Energy/Oil/Gas: 64
- Engineering/Construction: 39
- Food/Beverage/Grocery: 123
- Government: 84
- Non-Profit: 121
- Retail/Consumer Products: 128
- Other: 574



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Director of Events &
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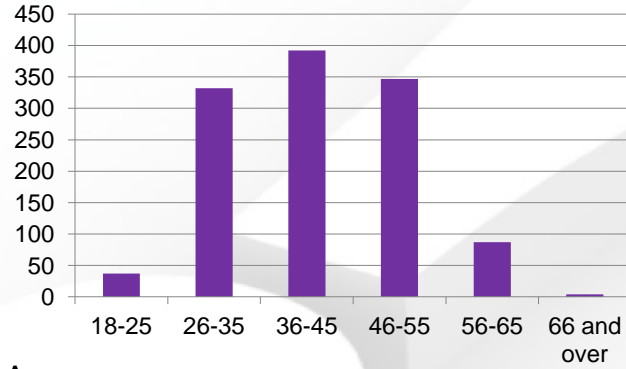
Resolution 5000 x3500 px - free download - www.pdffactory.com

Age Demographics



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Number of People



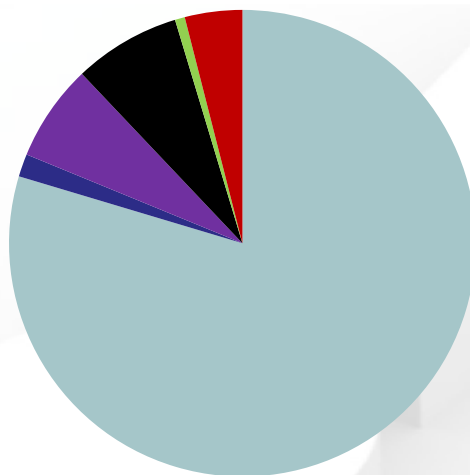
Age

18-25: 37
26-35: 332
36-45: 392
46-55: 347
56-65: 87
66 and over: 4

Ethnicity

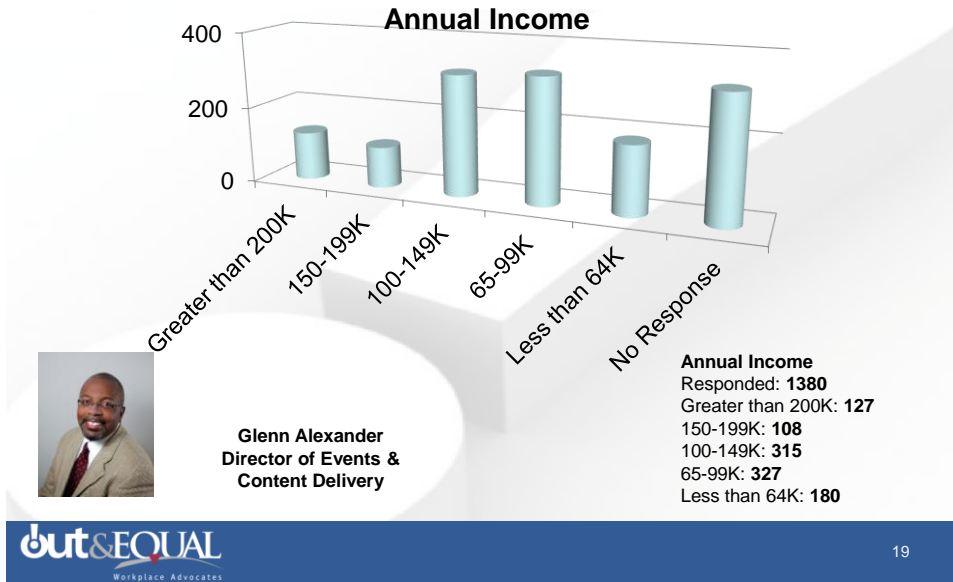


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- White
- Multiethnic
- Latino/Latina, Hispanic
- Black/African American
- Native American, American Indian, First Nation
- Asian American/Pacific Islander

Demographics by Annual Income



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 Director of Events &
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Using the Trip Report

- Who attended from your company
- What did they bring back
- How did you stack up against your sector and competitors
- Recommendations
- Action Planning
- What could 2011 look like



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 Director of Events &
 Content Delivery



Polls

- If you attended the 2011 Summit, how would you rate this Summit?

Programming: ERGS, HR, executives, global issues, inclusion

- Executive involvement
- Global issues
- Advisory committees
- Certifications



Kevin Jones,
Deputy Director

2011 Workplace Summit Sponsorship

Thank you sponsors!

- Record 126 corporate sponsors
- Filled Exhibition Hall to capacity
- Volunteer Development Committee



Dave Bueché
Senior Manager
Development & Communications



2011 Workplace Summit Sponsors

2012 Sponsorship Opportunities

2012 Executive Forum – March 12-14, San Francisco
A unique opportunity for high-ranking LGBT corporate leaders



2012 Leadership Celebration – March 14, San Francisco
Honoring those making a difference in achieving LGBT workplace equality



2012 Global LGBT Workplace Summit
July 4-6, London, UK



2012 Workplace Summit
Oct. 30 to Nov. 2, Baltimore, MD

Out & Equal's targeted online
LGBT Talent Recruitment tool

Ready to sign-up for 2012?
Please contact our sponsor team:
Early sign-up discounts available!



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OutAndEqual.org/2012-sponsorship-opportunities

Summit Communications

- Vibrant online conversations
 - Allowed attendees to discuss their experiences
 - Let those who could not attend share in those experiences
- Engaged conversations



Justin Tanis,
 Director of Communications





clairebuff Claire Buffle **13** by OutandEqual
 just wrapped a fantastic standing room only workshop with UBS at #outandequal - The Morning After. We have straight allies - now what?
 26 Oct

JeffreyDC Jeffrey Richardson **13** by OutandEqual
 Day 2 at #outandequal. Nova Scotia has a really great Gov't diversity roundtable and LGBTI network model. I'm so going to copy them
 26 Oct

DavidFreedSF David Freed **13** by OutandEqual
 The Exhibit Floor is open & hopping! Come visit us at the #Genentech booth! #outandequal
 26 Oct

domerspe Victor Nieves **13** by OutandEqual
 "I think children should be exposed to all differences." Geri Jewell about her time on Sesame Street #outandequal @Ernst_and_Young
 26 Oct

go_mara Mara **13** by OutandEqual
 Heard at #outandequal: "closets are for clothes... Really fabulous clothes". [agree agree agree!!!] @AdieBu @OUAG03 @Caturano3
 26 Oct

snapplebot Chris Wood
 @OutandEqual Great, thanks! Using ur wonderful trip report in a few weeks at an all hands mtg w/ 500 s/w engns and mgrs.
 4 Nov

ORAMrefugee ORAM
 Recap of last week's @OutandEqual #LGBT summit, featuring Ugandan #refugee we helped resettle in SF. [huff.to/rvqZk](#) via @HuffPostGay
 4 Nov

LeoneKraus Leone Kraus
 Had an excellent time meeting all my new friends at #outandequal and providing live tweets for those who couldn't attend. See you next year!
 26 Oct

celebuzzz Joshua Estrin
 RT @sethrosen: @celebuzzz @gmhc @outandequal the 2011 Workplace Summit was amazing! So inspirational! #equality #outandequal
 26 Oct

sethrosen Seth Rosen
 @celebuzzz @gmhc @outandequal the 2011 Workplace Summit was amazing! So inspirational! #equality #outandequal
 26 Oct



facebook Justin Taints Home

Users See Details

New Likes? **92** ↑124%
 Lifetime Likes? **409**
 Monthly Active Users? **1,054** ↑239%

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users

Interactions See Details

Post Views? **22,825** ↑91%
 Post Feedback? **110** ↑162%

Page Content Feedback?

Likes Comments

Facebook © 2011 · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help



Summit Communications

- Created media connections
 - LGBT press (print and online)
 - Mainstream Press
 - Dallas Morning News
 - ABC news
 - TV affiliates
- More ways to get the message of the Summit out beyond our walls



Justin Tanis,
Director of Communications



LGBT Media

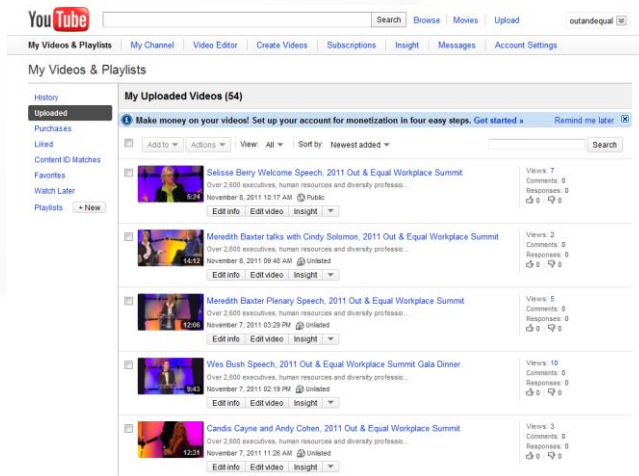
The image shows two screenshots of media coverage. On the left is a Huffington Post article from November 8, 2011, by Jenny Block, titled "'Out & Equal' in Dallas: Times They Are a-Changin'...". The article discusses the Out & Equal Workplace Summit in Dallas, mentioning attendees like Scott Pasfield and the presence of LGBT issues in the workplace. On the right is a screenshot of the Dallas Voice website, featuring a photo of five people and the headline "OUT & EQUAL in the WORKPLACE". The website also includes the text "Employee resource groups attract talent and build business. See story on Page 16."



Dallas Morning News



Video Content



Photos

The screenshot shows the Flickr interface for the '2011 Out & Equal Workplace Summit' collection. At the top, there's a navigation bar with 'Home', 'You', 'Organize & Create', 'Contacts', 'Groups', 'Explore', and 'Upload'. Below that, the collection title is highlighted in yellow. A row of five photo thumbnails is displayed, each with a date and photo count: 'Tues. Oct 25 - 2011 Out...' (81 photos), 'Wed. Oct 26 - 2011 Out...' (133 photos), 'Night Out - 2011 Out &...' (46 photos), 'Thurs. Oct 27 - 2011 Out...' (21 photos), and 'Gala Dinner - 2011 Out...' (50 photos). The footer contains various utility links like 'About Flickr', 'Community', 'Help', and 'Apps and the API', along with social media icons for Twitter and Facebook.

By the end of the week

- 8960 views of Flickr photos (October 25-28th); 5000 on the summit page
- 5540 Website Hits (Oct 22-28)
- Tweets: uncountable!



Justin Tanis,
Director of Communications

Summit 2011 Communications

- Purpose:
 - To enhance the experience of those already connected with Out & Equal
 - To engage people in continuing the conversation beyond those we are already reaching ...



Justin Tanis,
Director of Communications



Training Perspective

- Approved as Training for Federal Employees by OPM
- Approved by HRCI for HR Recertification Credit
- Over 200 attended the Friday Leadership Seminars
- Selected workshops recorded and still available:
http://www.hungrymindrecordings.com/ProductListing.aspx?Id_Category=152
- Workshop evaluations available soon to presenters



Q Wilson
Senior Associate
Training



Poll

- What topics would you like to see at the 2012 Summit?



Kevin Jones,
Deputy Director



Glenn Alexander
Director of Events &
Content Delivery

2012 Planning



Questions & Answers



Q Wilson
Senior Associate
Training

How to ask a question...

- Online - use chat mode anytime during webinar
- Teleconference - dial *7 and ask your question & then *6 to return your phone to mute

Closing Comments



Kevin Jones,
Deputy Director



Glenn Alexander
Director of Events &
Content Delivery

Thank you for your participation!



Q Wilson
Senior Associate
Training

Please complete the short survey at the end of the call!

Consider a donation to Out & Equal:

<http://www.outandequal.org/about/Donations.asp>

*Next Town Call on **November 17, 2011!***

Inside LGBT: Being a Transgender Community Ally

More questions? Contact Pat Baillie, Associate Director of Training
pbaillie@outandequal.org - 415-694-6521