

OUT & EQUAL

2017 Workplace Summit Kick Off



WELCOME TO OUT & EQUAL'S 2017 SUMMIT KICK OFF

This is a Broadcast Audio call from 12:00pm-1:00pm Pacific

Use speakers or headsets on your computer & turn the volume up!

Chat in questions & respond to polls during the call.

Having problems signing in?

**Go to www.readytalk.com, Join a Meeting &
use access code 6946521**

This session will be recorded & available after the series ends

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Selisse Berry

Founder and Chief Executive Officer



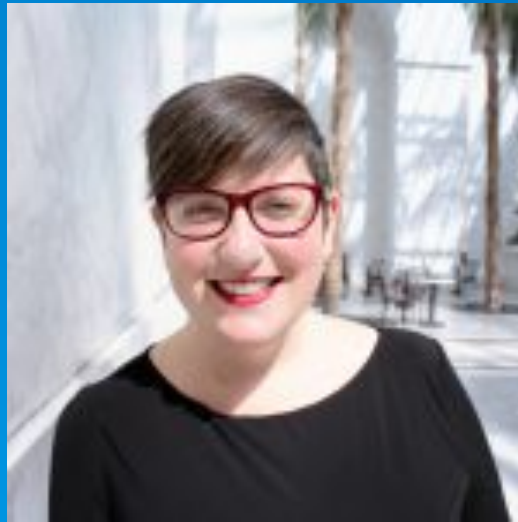
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Agenda

- Welcome
- How to use and share this call
- What's new in 2017
- Key Dates & Locations
- Outie Awards
- Summit Sponsorship
- Registration
- Housing
- Workshops
- Creating your Company's Summit Strategy
- Questions & Answers

Rachel Rubin

Deputy Director



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How to Use and Share this Call

Archived: outandequal.org/event/workplacesummit/

- Reference point for
 - Key dates
 - Registration information
 - Outie awards
 - Workshops
- Consider sharing with your company's Summit Planning Team

What's New in 2017

- We're in Philadelphia!
- Back to Mon-Thurs pattern
- Significantly increased Networking Opportunities
- Recruitment
- Elevated curation on workshops
- Global Programming
- Focus on the changing national climate



Key Dates & Locations

**Philadelphia Convention Center
1101 Arch St, Philadelphia, PA 19107**

June 14, 2017	Early Bird Registration Ends
Sept. 16, 2017	Registration Rate Change
April 28, 2017	Workshop Submission Deadline
June 3, 2017	Outie Nomination Deadline
July 1, 2017	Exhibit Hall Booth Deadline
Aug. 1, 2017	Sponsor Advertising Deadline
Oct. 9, 2017	Leadership Day
Oct. 10-12, 2017	Out & Equal Workplace Summit

Maddison LeRoy

—
Communications Manager



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Outie Awards

- LGBT Employee Resource Group of the Year
- Champion Award
- Workplace Excellence



Outie Awards

- Application forms available at: outandequal.org/outie-awards/
- Nominate by June 3rd, 2017

Out & Equal Sponsor Contacts



Stephen Huey
Director of Corporate Engagement
shuey@outandequal.org
415.694.6511



Dave Bueche
Senior Manager, Corporate Engagement
dbueche@outandequal.org
415.694.6510

2017 Sponsorship Levels

Presenting	\$105,000
Titanium	\$ 85,000
Gold	\$ 65,000
Champion	\$ 40,000
Advocate	\$ 25,000
Government	\$ 15,000
Premier	\$ 10,000



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	Summit Registrations	Program Book Advertisement	Engagement Center Booth	Event Branding Opportunities
Presenting \$105,000	24	Full Page	10 x 30	Plenaries (Choice of Opening Brunch, Power Lunch or Gala Celebration)
Titanium \$85,000	20	Full Page	10x20	Engagement Center, Women's Leadership Breakfast, Executive Lunch, Government Breakfast, Board Meet and Greet, VIP Reception, Gala Reception
Gold \$65,000	16	Half Page	10x10	Hotel Branding Package, Summit Orientation, Regional Affiliate Breakfast, Industry Networking Reception, Presenters Lounge, Night Out
Champion \$40,000	10	Half Page	10x10	Leadership Day Seminars, Featured Panel Sponsor, Educational Track Branding, Workshop Branding
Advocate \$25,000	4	Quarter Page	10x10	Video Reel & Sponsor Wall
Government \$15,000	2	Logo Only	10x10	Video Reel & Sponsor Wall
Premier* \$10,000	2	Logo Only	N/A	Video Reel & Sponsor Wall

*Premier sponsorship available to first time sponsors only

Summit Event Branding for Sponsors

Presenting



Titanium



Gold



Champion



Advocate

Beyond the Booth



Save the Dates

- March 22 Workplace Summit Sponsor Town Call –
Why, What and How to become a Sponsor
- April 4 O&E Philly Site Visit & Sponsor/ERG Meetings
- April 5 Philadelphia Summit Sponsor Cocktail Reception
- Aug. 10 Workplace Summit Workshop & Presenters' Town Call
- Sept. 26 Know Before You Go

Maddison LeRoy

—
Communications Manager



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Registration

- Visit outandequal.org to register
- Registration Support (415) 694-6503
- Registration@outandequal.org

Registration Rates

Registration Type	Rate	Open – June 14	June 15 – Sept 15	Sept 16 – Oct 1
		Early Bird	Regular	Final
FULL CONFERENCE <i>3 – Day Package</i> <i>October 10-12, 2017</i>	Standard Corporate	\$1,550	\$1,850	\$2,300
	Government	\$900	\$1,400	\$1,800
	Presenter	\$700	\$700	\$850

Includes: Full Conference Access to All Plenary Meals including the Gala Dinner, All Sessions of Workshops, and the Exhibit Hall

MONDAY <i>Leadership Day</i> <i>October 9, 2017</i>	Standard Corporate	\$225	\$250	\$300
	Government	\$175	\$200	\$225
	Presenter	\$150	\$200	\$225

Additional Pre-Conference Certification Course, All-Day Training Session (Topic selection required at time of registration)

Includes: Continental Breakfast and Lunch

THURSDAY <i>1 Day Package</i> <i>October 12, 2017</i>	Standard	\$700	\$800	\$950
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Includes: Access Thursday only to Plenary Meal (Gala Dinner), Workshop Sessions 5-6, and the Exhibit Hall

GALA DINNER <i>Thursday</i> <i>October 12, 2017</i>	Standard	\$250	\$250	\$350
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Registration

Out and Equal Workplace Summit Registration

Already Registered?

[Manage registration](#)

Registration Code

HAVE YOU RECEIVED A
REGISTRATION CODE?

Yes

No

[Start new registration](#)

Analia Hawkins

—
Events Associate



analiah@outandequal.org

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Housing



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Hotel Properties

- ★ Philadelphia Marriott Downtown
- ★ Courtyard Philadelphia Downtown
- ★ Loews

Hotel Properties

- Sheraton Philadelphia Downtown
- Le Meridien
- Home2Suites by Hilton
- Aloft Philadelphia

Hotel Properties

- Hampton Inn Philadelphia Convention Center
- Hilton Garden Inn Philadelphia
- Holiday Inn Express- Midtown
- Residence Inn Philadelphia



1. Philadelphia Marriot Downtown HEADQUARTERS

1201 Market Street

2. Aloft Hotel

Broad & Arch Streets

3. Courtyard by Marriott Philadelphia Downtown

21 N. Juniper Street

4. Hampton Inn Convention Center

1301 Race Street

5. Hilton Garden Inn - Philadelphia Center City

100 Arch Street

6. Holiday Inn Express Philadelphia Midtown

1305 Walnut Street

7. Home2 Suites Philadelphia Center City

1200 Arch Street

8. Le Meridien Philadelphia

1421 Arch Street

9. Loews Philadelphia Hotel

1200 Market Street

10. Residence Inn by Marriott Philadelphia Center City

1 E. Penn Square

11. Sheraton Philadelphia Downtown Hotel

201 N 17th Street

Booking Process

- Links to Hotel Registration tied to Summit registration
- Room rates vary by property
- Limited # of Government Rooms

Corporate Room Blocks

- Delegations exceeding 10 people can request a group housing block managed by Out & Equal
- Contact **Tony Talbot, Out & Equal CFO** at **ttalbot@outandequal.org** to start LOU process
- For more information on housing, please contact **Analicia Hawkins,** **analiciah@outandequal.org**

Isabel Porras

Associate Director of Research



iporras@outandequal.org

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How to get accepted

- **Relate content to workplace equality.** There are a very limited number of openings for workshops geared toward professional development. Your proposal will have a stronger chance of acceptance if it relates directly to diversity & inclusion within the LGBT community and business sector.
- **Present a new workshop.** Consider proposing something that has not been previously offered at Summit. If submitting a previous proposal, be sure to edit the proposal to reflect updates, changes in takeaways, etc.

How to get accepted

- **Provide concrete, substantive takeaways.** Highly rated workshops usually include a handout or other supplementary materials. Proposals that clearly articulate takeaways have a much higher acceptance rate.
- **Include presenters from multiple organizations.** The strongest workshops include voices and perspectives from more than one company. Consider inviting colleagues at other organizations to join you in leading the workshop.
- **Present dynamically.** While most workshops are best formatted as a panel, others can be presented as a lecture, debate, roundtable or other format.

Education Principles

- ***Commitment to Diversity.*** Out & Equal seeks to promote a diverse group of presenters and workshops that reflect the Workplace Summit audience. We seek to mirror the diversity of participants at the 2016 Summit, with special attention to the workplace experiences of people of color, transgender people, and bisexual people.

Education Principles

- ***Peer-to-Peer Education.*** The Workplace Summit is renowned for the education opportunities it provides. Our focus on peer-to-peer education, which centers those working in Fortune 1000 companies or the federal government, allows for sharing of best practices from those living and working on issues of LGBT workplace equality.

Education Principles

- ***Focus on LGBT Workplace Equality.***
While the Workplace Summit offers opportunities for networking and professional development, the bulk of the Summit is dedicated to sharing best practices in order to create and sustain LGBT-inclusive workplaces.

Submitting a Workshop Proposal

COMPLETE THE PROPOSAL IN FULL

- The more information you provide, the better our review committee is able to understand and place the session into the program. Please be sure to complete ALL sections of the proposal.

LIST ALL PRESENTERS LEADING YOUR WORKSHOP

- We have provided an opportunity to list multiple presenters-be sure to list all presenters in your proposal. Workshop proposals that include information about everyone involved in leading the session are better positioned to be accepted.

ACCURATELY IDENTIFY THE LEVEL OF YOUR WORKSHOP

- Please take great care to note if your workshop is for beginners, intermediate, or advanced participants. At times, presenters can over-lean towards identifying their workshop as advanced-- carefully review the criteria in each category and check the box that best matches your content.

Workshop Deadlines

March 1 Registration/workshop proposals open

April 28 **Deadline for submissions**

May 1-12 Committee reviews applications

May 16 Workshop Acceptance Notifications

Aug 10 **Workshop Presenter Town Call**

Stephen Huey

Director of Corporate Engagement



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Creating Your Company's Summit Strategy

- Determining attendees
- Securing housing
- Planning company meetings & events
- Creating a Summit play book
- Developing post-Summit execution

Q&A

Thanks!

See you in Philadelphia

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