



OUT & EQUAL

2023 LGBTQI+

LATAM Forum: A Day of Transformation

Wednesday, May 3rd 2023
São Paulo (Brazil)

AGENDA

2023 LGBTQI+ LATAM Forum: A Day of Transformation

Wednesday, May 3rd 2023 | São Paulo (Brazil)

8:30 - 9:45**Executive Breakfast (Invite Only)**

Room: São Paulo 1+2 (R29 + R30)

9:00 - 9:45**Networking Breakfast (General Audience)**

Room: WCity Hall

10:00 - 11:15**Opening Plenary****Leading the Change: Executives and Cultures of Belonging**

Room: Ballroom

Speakers:

- Deena Fidas, Managing Director & Chief Programs and Partnerships Officer, Out & Equal
- Erik Day, Senior Vice President, Global Small Business, Dell
- Javier Constante, President, Latin America, Dow
- Giovana Giroto, Director of Marketing, Communication and Sustainability, Experian
- Priscila Hayasaka, Director of Finance Internal Controls Latin America, Bank of America

Session Abstract:

Effective leaders know that inclusive cultures are an essential component to creating workplaces where each individual and team can bring their authentic selves into work, and feel safe, valued, and welcomed. However, if a sense of belonging is a feeling, not a policy document or an employee benefit, then how can companies take actionable steps and track progress towards creating cultures of belonging? This session will focus on the role and importance of active and engaged leadership and how an organization can leverage the outsized impact that visible leaders bring to the table. Executive leaders from across Latin America will share their personal stories and insight on how they use their positions of power and influence within a company to create company cultures that embrace enterprise-wide values of diversity, equity, inclusion, and belonging.

Learning Outcomes:

- Define what we mean when we talk about “inclusive workplace cultures” and understand some key strategies and components to creating cultures of belonging.
- Feel inspired by and learn more about how visible executive leaders can take action and be a voice and advocate for change within a company.
- Understand strategies that executive leaders can adopt to influence culture change, such as engaging in peer-to-peer conversations, acting as visible role models, and leveraging their public voice.

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11:30 - 12:45

Simultaneous Sessions (4)

Breaking Barriers and Owning Your Power: LBTQ+ Women in Leadership

Community Conversations

Room: São Paulo 1+2 (R29 + R30)

Speakers:

- Moderator: Ana Flavia Bezerra, Senior Manager, Accenture
- Ari Vera, Presidenta, Federacion Mexicana de Empresarios LGBTQ+
- Liliane Rocha, Fundadora e CEO, Gestão Kairos
- Maria Amelia Viteri, Investigadora Asociada, Universidad de Maryland

Session Abstract:

Latin American countries have made significant advancements toward reducing gender and LGBTQ+ inequalities in recent decades. While women, including LGBTQ+ women, have achieved greater numbers in the labor market and political participation, a wide gender gap remains. In fact, the World Bank predicts that at the current rate, the gender gap in the workforce will not be closed for another 80 years, even though women represent about 50% of the region's population.

During this session, attendees will gain valuable insight into the experiences of LGBTQ women in leadership. Panelists will discuss ways in which they have faced adversity in the workplace as LGBTQ women and used these challenges to make themselves better leaders, building inclusive cultures where everyone belongs. They will also offer specific strategies that helped them on their journeys such as mentorship and community building.

Learning Outcomes:

- Understand the unique lived experiences and challenges faced by LGBTQ women in leadership.
- Explore ways to build effective, inclusive cultures that prioritize the inclusion of all.
- Discuss how to utilize mentorship as a tool for the advancement of LGBTQ women in the workplace.

Caring for Ourselves in Today's World as DEIB Practitioners

Workshop

Room: Salvador 1+2

Speaker:

- Karla Avila, CEO, Diversamente

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Session Abstract:

Before every flight we hear, "Secure your own oxygen mask first before assisting others." When faced with challenges, we need to ensure that we are caring for ourselves in order to meet our greatest potential to care for others. As champions for workplace inclusion take on the hard work of nurturing a culture of belonging, we are faced with our own personal and institutional obstacles - from a global pandemic that disrupted how we live and work, to the traumas of racism, sexism, and transphobia making up headline after headline. As DEIB leaders continue to tackle these pressing challenges, how do we build resilience in ourselves and our teams? What strategies for self-care are most effective in combating burnout? Join our panelists for a frank and personal conversation about their work.

Learning Outcomes:

- Understand the effect that real world traumas have on both our personal and professional lives as DEIB leaders.
- Discover practical steps toward practicing responsible self-care so that we can best care for ourselves and others.
- Gain insight into the links that identity and trauma have on our wellbeing and sense of belonging at work - and how we can create fully inclusive workplaces.

Mapping Your Spheres of Influence

Workshop

Room: Curitiba 1+2

Speakers:

- Luana Gimenez, Equality Talent Partner, Salesforce
- Salomão Cunha Lima, Líder de Relações Institucionais, Instituto da Oportunidade Social

Session Abstract:

When we pull the curtain back on moments of transformational change within businesses - from implementing LGBTQI+-inclusive benefits to speaking out on public policy - the key players rarely acted solely within their day jobs. Instead, they are often LGBTQI+ leaders or allies who leveraged their influence across the business. In this session, panelists will speak to ways that participants can better understand their spheres of influence and engage in effective stakeholder mapping to enhance their role as a change agent.

Learning Outcomes:

- Understand the relationship between authority, influence, and impact.
- Learn real-life practical examples of how others have utilized their networks to leverage change in the workplace.
- Engage in stakeholder mapping to identify personal spheres of influence and learn strategies to inspire passion and drive progress toward shared goals.

Advantages and Limitations of a Regional Approach to DEIB

Panel

Room: São Paulo 3+4 (R31 + R32)

Speakers:

- Moderator: Debora Gepp, Diversity and Inclusion Manager, Thomson Reuters
- Abril Rodriguez, Socia Tax y Líder DEI Latam Norte, EY
- Maggie Esteva, Vice President PS F&HC, LA Enterprise Market & Colombia GTM, Procter & Gamble
- Tiago Betti, Head Latam de Inclusão, Diversidade, Equidade e Cultura, Dow

Session Abstract:

In today's world, DEIB efforts require scalability and agility, and glocalization (global + local) is the emerging answer to this challenge. Leading companies are thinking globally and impacting locally, meaning that they are working in direct alignment with local leaders to embrace diverse cultural values as assets, not barriers, to LGBTQI+ workplace inclusion. Glocalizing must be a two-way street. Local teams are an integral part DEIB efforts, and the outcomes are well-tailored policies and programs that encompass local cultural and business values. In this session, we will hear from Latin American DEIB leaders about their lessons learned and their strategies to localize their global policy. Join our panelists in this interactive session for a deep-dive into the essential steps in creating truly "glocal" programs and policies and actively explore real-life scenarios to strengthen solution-building skills.

Learning Outcomes:

- Understand the role that glocalization plays in today's market and how leveraging glocal strategies maximizes impact, partnership, and engagement.
- Learn strategies to better connect with global DEIB leaders to drive and champion goals and lead conversations around the positive impact across your entire organization.
- Build and adapt glocalized DEIB policies and programs that meet local employee and business needs that remain in alignment with broader enterprise goals.

13:00 - 14:30

Lunch Plenary & Keynote

Room: Ballroom

Keynote:

- Diane Rodriguez, CEO, Cámara de Comercio LGBT de Ecuador

14:45 - 16:00**Simultaneous Sessions (4)****The Evolution of ESG and DEIB**

Panel

Room: São Paulo 3+4 (R31 + R32)

Speakers:

- Moderador: Ricardo Sales, CEO, Mais Diversidade
- Carlo Pereira, CEO, Pacto Global da ONU no Brasil
- Mônica Pirrongelli, Consultora de Pessoas e ESG, EDP Brasil
- Patricia Valloni, Growth Markets Corporate Citizenship Lead, Avanade

Session Abstract:

An emerging new best practice in harnessing the power of the private sector for the greater good is the strategic integration between ESG (Environmental, Social, Governance) efforts and DEIB (Diversity, Equity, Inclusion, and Belonging) efforts. There has been an evolution in which companies are cultivating a deeper understanding of how ESG and DEIB are interconnected and are developing innovative approaches that intentionally bridge these initiatives together as a part of the organization's DNA. ESG and DEIB-related investments are on the rise, the business case for companies is clear, but more than that, authentic commitments and actions are quite literally creating a safer, healthier, and more inclusive world. Panelists will dive deeper into how we can best leverage this evolution of harnessing the incredible capacity and influence of companies to build a better future.

Learning Outcomes:

- Understand the intrinsic and strategic links between ESG and DEIB efforts.
- Build new and adapt existing ESG and DEIB policies and programs that align with core business values and create strategic independencies for overall impact.
- Spark innovation for new and bold ideas and strategies to continue evolving the link between ESG and DEI departments, programs, and policies within a company.

Building Bridges: Authentic Corporate-Community Partnerships

Community Conversations

Room: Curitiba 1+2

Speakers:

- Moderator: Frederico Bastos Pinheiro Martins, Advogado
- Márcia Rocha, Coordenadora, Transempregos
- Pablo de Luca, President, Camara de Comercio LGBTQI+ Argentina (CCGLAR)
- Reinaldo Bulgarelli, Secretário Executivo, Fórum de Empresas e Direitos LGBTI+

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Session Abstract:

Community organizations are important sources of information on the lived realities of LGBTQI+ people. These organizations have their fingers on the pulse of evolving workplace needs and a country's broader social backdrop. Many of them also provide services to consult, measure and/or certify companies as inclusive workplaces for LGBTQI+ employees, as well as offer cutting-edge content and direction for local workplace inclusion efforts. In today's world, it is crucial that companies' advocacy efforts are both internal and external - and building bridges between marginalized communities and businesses is a vital best practice for holistic DEIB strategies. Join us for a thought-provoking dialogue with committed workforce inclusion advocates from across Latin America who will share their knowledge and insights on the key elements and goals that community partnerships should embrace.

Learning Outcomes:

- Understand the importance of building authentic and productive relationships with in-country community organizations.
- Best practices in partnerships between corporations and community organizations.
- Tips to ensure that partnerships are mutually beneficial and achieving common goals.

Glocalizing Trans and Nonbinary Inclusion Strategies

Workshop

Room: Salvador 1+2

Speaker:

- Pri Bertucci, CEO, [Diversity Bbox]

Session Abstract:

As more employers make meaningful investments into creating gender-inclusive workplaces, transgender, travesti, and nonbinary identities have become the focal point of many DEIB initiatives. However, businesses are still grappling with how to incorporate the full spectrum of gender diversity into their LGBTQI+ inclusion initiatives, especially when tailoring policies, practices, and programs to offices in Latin America. In this session, our facilitators will explore cutting edge best practices for trans and nonbinary inclusion, how to scale these practices regionally across Latin America, and guidance on building actionable next steps.

Learning Outcomes:

- Understand and be able to historically contextualize the spectrum of trans and nonbinary identities across the region.
- Gain practical guidance on building and scaling policies and programs that garner greater trans and nonbinary workplace inclusion.
- Explore ways to build effective, inclusive cultures that prioritize true belonging for all employees.

How We Can Be DEIB Ambassadors in Creating and Sustaining Inclusive Workplaces

Panel

Room: São Paulo 1+2 (R29 + R30)

Speakers:

- Moderator: Melina López, Product & Inclusion Marketing Manager, Google
- Mariana Galvão, Líder em implementação de projetos, Land Innovation Fund
- Viviana Nicola, Former President Pride ERG - Current VP PWA ERG, American Airlines
- Yasmin Vitória, Portfolio Success Manager, Zendesk Software BR

Session Abstract:

Every person within an organization is responsible for creating inclusive workplaces, not just the HR and DEIB teams. To be successful, each individual must understand their active role in creating change. Beyond their role within the company, DEIB ambassadors are people committed to creating diverse, inclusive workplaces, where each person can feel like they belong in order to boost collaboration, innovation, and of course, greater progress toward business objectives. Yet, many companies are faced with the challenge of having people who feel disconnected or even averse to DEIB initiatives. This session will feature a dynamic and diverse set of leaders whose experiences of creating and sustaining inclusive workplaces will provide valuable insight in engaging and leveraging DEIB ambassadors for greater LGBTQ+ inclusion.

Learning Outcomes:

- Learn about the day-to-day of realities of managers who leverage their positions for greater LGBTQ+ inclusion.
- Understand best practices for establishing common goals and shared understandings among managers who may be resistant to take accountability for DEIB goals.
- Develop and evaluate strategies to leverage data and storytelling to gain buy-in.

16:15 - 17:30

Simultaneous Sessions (4)

Intersecting identities in the Workplace: Race, Gender and Sexuality

Community Conversations

Room: São Paulo 1+2 (R29 + R30)

Speakers:

- Ananda Puchta, Coordenadora de Ativismo, Cultura e Missão Social, Ben & Jerry's Brazil
- Niotxarú Pataxó, Coordenadora Estadual de Educação Escolar Indígena, Secretaria da Educação do Estado da Bahia
- Noah Scheffel, CEO e Founder, EducaTRANSforma

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Session Abstract:

BIPOC members of the LGBTQI+ community who embody the intersections of marginalized identities across race, gender, and sexuality face a unique set of compounding challenges of racism, sexism, homophobia, and transphobia. A truly inclusive and efficient workplace is one that recognizes, acknowledges, and makes space for every individual's unique experience and needs. This means that intersectional DEIB efforts must reach every corner of the company, its stakeholders, and its customers. Attendees will have the opportunity to hear personal stories of panelists, discover how multidimensional identities impact the workplace experience, and how to identify gaps and opportunities to support intersectional inclusion initiatives.

Learning Outcomes:

- Understand the historical nuances of the intersection of race, gender, and sexuality in the workplace and in greater Latin American society.
- Gain a deeper understanding of the wide range of LGBTQI+ BIPOC realities and how to be a better ally.
- Learn specific examples of best practices in intersectional workplace inclusion.

The Global Rise of ERGs as Essential Business Assets

Panel

Room: Salvador 1+2

Speakers:

- Moderator: Felipe Tuler, Latin America, Vice President & PRIDE LATAM, Canada & Bahamas Co-Chair, JP Morgan Chase
- Bernardo Bessa, Litigation Counsel, Uber
- Edilson Machado, Latin America Marketing Director & GLAD co-leader, Dow
- Marina Limp, Technical Sales & Pride LatAm Co-Lead, Dell Technologies
- Nicolas Villar, Chief Marketing Officer, Oncology LATAM, MSD

Session Abstract:

Imagine a workplace where business leaders are clamoring to hear from their ERGs on how to solve today's toughest problems instead of participating in programs out of obligation, without any real tangible outcomes. Especially as ERGs grow across industries, develop more sophisticated structures, and achieve greater regional and global reach, it is vital that they are growing in alignment with the company's goals and needs. In this interactive workshop, presenters will explore how to develop and refine your ERG's vision, mission, actions, and relationship with key stakeholders to drive impact and position the ERG as not only a valuable DEIB resource, but as a critical business asset.

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Learning Outcomes:

- Identify where ERG goals can align with company needs.
- Develop and refine your resource group's vision and mission statement.
- Edit and refine ERG roles and processes that enable action for the current work environment, locally and globally.
- Identify the unique cross-cultural needs of your workforce and harness the opportunity to truly serve employees, regardless of location.

The Future of Work is Now: The New Normal

Community Conversations

Room: São Paulo 3+4 (R31 + R32)

Speakers:

- Moderator: Mikkell Mergener, Fundadore e CEO, Merg
- Maiara Dias, Relações-Públicas Especialista em Comunicação Humanizada e Desenvolvimento Sustentável
- Pia Bravo, Dirección Ejecutiva, Presente
- Victória Gonçalves, Sustainability, Diversity and Social Responsibility Analyst PI, Cielo

Session Abstract:

The future of the workplace is now. Generation Z, those born after 1997, are entering the workforce and by 2025, Millennials will make up 75% of the global workforce. Not only are these generations significantly more likely to identify as LGBTQI+, but they are also more likely to place heavy importance on the social mission and values of an organization when considering employment options. As such, employers need to ensure that their workplace is more inclusive than ever and embraces a meaningful purpose-driven mission in order to meet the expectations of this large and influential demographic group. This session will speak to key ways in which employers can meet this call to action and cultivate more inclusive workplaces for all.

Learning Outcomes:

- Define strategies to build bridges for greater understanding between different generations in the workplace.
- Explore ways to create a more inclusive workplace for future generations.
- Understand the business case for creating a more inclusive workplace for all.

Your Story, Your Truth, Your Power

Workshop

Room: Curitiba 1+2

Speaker:

- Tamara Braga, D&I and Mental Health Sr Manager, Gupi

Session Abstract:

The power of every LGBTQI+ individual to share their story is at the heart of the sweeping changes we see across workplaces and communities. Sharing our stories helps us heal, but it is also an opportunity to tell people that they are not alone. Research and data are both critical elements of presenting a case, but this session will remind us to also humanize our projects and goals. By sharing our story, we can inspire our teams and change hearts and minds. Attendees will learn how storytelling can help drive change and achieve impact, as well as reduce resistance and opposition. This session will also explore how our stories show up at work, understand the impact different stories may have, and how to chart strategies to maximize impact.

Learning Outcomes:

- Understand the importance and impact of storytelling and its role in the workplace.
- Learn how to identify pieces of information that are critical to telling your story at your work in order to map your strategy accordingly.
- Gain practical guidance on refining and adjusting your narrative depending on the context and your specific goals.

17:45 - 20:30

Excellence Awards Reception

Room: WCity Hall

Speakers:

- CV Viverito, Director, Global Impact Programs, Out & Equal
- Debora Gepp, Diversity and Inclusion Manager, Thomson Reuters