

OUT & EQUAL
2024 LATAM
FORUM

May 9, 2024 | São Paulo, Brazil

outandequal.org

OUT & EQUAL 2024 LATAM FORUM

AGENDA

Time	Description
8.00 - 8.30	Registration Opens for Executive Breakfast (Invite Only)
8:30 – 9:30	Executive Breakfast Sponsored by Oracle (Invite Only)
9:00	Registration Opens for General Audience
9:30– 11:30	Opening Plenary
11:30-11:45	Transition time
11:45-13:00	Morning Breakout Sessions: <ul style="list-style-type: none"> • Making the Business Case for LGBTQI+ Inclusion in Your Company • DEIB in non-office workplaces and factories • How to Establish and Grow An LGBTQI+ Employee Resource Group (ERG) • Building Successful Trans and Nonbinary Recruitment Programs: Case Studies
13:00 – 14:30	Lunch Plenary: <ul style="list-style-type: none"> • Your Story, Your Truth, Your Power • Panel: Latin American Women Transforming the World
14:30-14:45	Transition time
14:45 - 16:00	Afternoon Breakout Sessions <ul style="list-style-type: none"> • The Pink Market Matters: How Do We Build Brands for Everyone? • What Artificial Intelligence Means for DEIB • Women and Nonbinary People in Leadership • Design Thinking: Finding Commonalities and Solutions in our workplace
16:00-16:30	Networking & Coffee Break
16:30 - 17:30	Country-Specific Breakout Sessions <ul style="list-style-type: none"> • Argentina: Strategies for Inclusive Communication in the Workplace • Brazil: Tools to Advance your Corporate Advocacy • Chile: Theory and Practice for Effective LGBTQI+ Mentoring • Mexico: Building a Successful Allyship Program to Champion LGBTQI+ Inclusion
17:30 - 17:45	Transition time
17:45 – 18:45	Excellence Awards Ceremony
18:45-19:00	Transition time
19:00-21:00	Closing Reception



OUT & EQUAL 2024 LATAM FORUM

Executive Breakfast (Invite Only)

8.30 – 9.30

Room: São Paulo 1+2 (R29 + R30)

Sponsored by:

ORACLE[®]

Opening Plenary

9.30 – 11.30

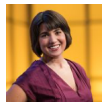
Room: Ballroom

Presenter:

ANTONIA MOREIRA (Ela/Ella/She)
Senior Global Brand Analyst
CI&T



Out & Equal Welcome Remarks

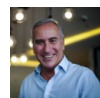


DEENA FIDAS (Ela/Ella/She)
Managing Director, Chief Programs and Partnerships Officer
Out & Equal

The Business of Belonging in Latin America: A dialogue between Erin Uritus and Javier Constante



ERIN URITUS (Ela/Ella/She)
CEO
Out & Equal



JAVIER CONSTANTE (Ele/Él/ He)
President
Dow - Latin America

Session abstract

Effective leaders know that inclusive cultures are an essential component to creating workplaces where everyone can bring their authentic selves into work and feel safe, valued, and welcomed. Fostering work environments where everyone feels like they truly belong takes more than policy documents and employee benefits. How can companies take actionable steps and track progress toward creating cultures of belonging? This session focuses on the role and importance of active and engaged leadership and pinpoints strategies for how organizations can leverage visible leaders to make even greater impacts.

Through candid personal stories and top-level business insights shared by Erin Uritus and Javier Constante, attendees will learn how leaders can use their positions of power and influence to create company cultures that embrace enterprise-wide values of diversity, equity, inclusion, and belonging.



OUT & EQUAL 2024 LATAM FORUM

The Future of Work: A Regional Perspective

Speakers



SALOMAO CUNHA LIMA (Ele/Él/ He)
Moderator
Head of Institutional Relations,
Institute for Social Opportunity,
Brazil Practitioner Inclusion Council
Out & Equal



KARLA ARNAIZ (Ela/Ella/She)
Managing Director, Talent & DEI
Latam, Canada & Bahamas
JPMorgan Chase & Co.



NIARCHOS PABALIS (Ele/Él/ He)
Director – Diversity, Equity & Inclusion
(Latin America)
Warner Bros. Discovery



PRISCILA HAYASAKA (Ela/Ella/She)
Director of Finance Internal Controls
Latin America
Bank of America

Session abstract

The future of work is now. Generation Z, those born after 1997, are entering the workforce. By 2025, millennials will make up 75% of the global workforce. Not only is this age cohort significantly more likely to identify as LGBTQI+, but when considering employment opportunities, they are significantly more likely to place importance on an organization's social mission and values. To meet the expectations of this demographic, employers can not simply implement workplace inclusion policies, but should instead embrace an authentic, purpose-driven ethos of diversity, equity, and inclusion across their employee engagement initiatives.

This session shares with attendees proven strategies employers have utilized throughout LATAM to cultivate more inclusive workplaces. Attendees will hear from Latin American leaders about the lessons they've learned and the strategies they've used to adapt their DEIB efforts in a world of continuous change.

Closing Remarks



DAVID HODGE (Ele/Él/He)
Consul General
US Embassy & Consulates in Brazil



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Morning Breakout Sessions (4)

9.30 – 11.30

Making the Business Case for LGBTQI+ Inclusion in Your Company

Room: São Paulo 1+2 (R29 + R30)

Speakers



BERNARDO BESSA (Ele/Él/He)
Moderator
Litigation Counsel, Legal Brazil, **Uber**



ANA FLAVIA BEZERRA (Ela/Ella/She)
Senior Manager, Pride Committee
Lead, **Accenture Brasil**



EDMAR MOREIRA (Ele/Él/ He)
Control Manager, Pride Brazil Co-
chair, **JPMorgan Chase & Co.**



VICTÓRIA GONÇALVES (Ela/Ella/She)
Diversity, Equity, and Inclusion
Specialist, **Cielo**

Session abstract

Making the case for equal benefits has become incredibly important. Empirical evidence confirms that diversity is good for business. One study showed that for every one percent rise in the rate of gender and ethnic diversity in a company, there was a three to nine percent rise in sales revenue. A report by [Open For Business](#) shows that the [top 25 corporations in LGBTQI+ transparency were 2.3 times more profitable than the bottom 25.](#)

Research has indicated that LGBTQI+ inclusive workplace environments result in increased performance, productivity, retention, talent, and well-being. Just the presence of LGBTQ+-supportive policies is associated with higher company value, productivity, and profitability. So, the question isn't, "Can you afford to be an LGBTQI+ inclusive company?" but rather, "Can you afford *not* to be?"

In this session, participants will learn how to effectively communicate the business case for diversity, equity, and inclusion to key decision-makers.

Learning Outcomes

- Define what we mean when discussing "inclusive workplace cultures";
- Understand some key strategies and components to create cultures of belonging; and
- Learn how to utilize DEIB data for internal decision-making.



OUT & EQUAL 2024 LATAM FORUM

DEIB in Non-Office Workplaces and Factories

Room: Salvador 1+2

Speakers



TAMARA BRAGA (Ela/Ella/She)
Moderator
CEO and Head of ESG, Culture and Marketing, **DiverCidade**



KIMBERLY FIGUEROA (Ela/Ella/She)
Senior Human Resources Generalist
Honeywell



RUTH ALVAREZ (Ela/Ella/She)
Global Learning Services Lead
Ingredion



SANTIAGO NARIÑO (Ele/Él/He)
ESG Specialist, Equity in Health and Social Innovation Area Focus
Albert Einstein Hospital

Session abstract

While significant attention has been directed towards Diversity, Equity, Inclusion, and Belonging (DEIB) initiatives within office environments, the distinctive challenges and opportunities encountered in non-office settings demand customized approaches to cultivating diversity and inclusion. Although significant strides have been made to integrate DEIB into employee programs and recruitment practices within non-office workplaces and manufacturing facilities, there remains a noticeable deficiency in diversity across various dimensions, including age, ethnicity, nationality, race, religion, sexual orientation, and physical ability.

Participants will acquire invaluable insights into the specific dynamics of DEIB within non-office environments such as in factories, hospitals, and warehouses. Panelists will delve into subjects such as addressing cultural and linguistic barriers, ensuring equitable access to advancement opportunities, and fostering a sense of belonging among diverse workforce demographics.

Learning Outcomes

- Identify effective strategies for implementing DEIB initiatives in non-office workplaces and manufacturing facilities;
- Gain knowledge and tools necessary to advocate for and implement DEIB initiatives that prioritize the holistic well-being and success of all employees in non-office settings; and
- Best practices for fostering more inclusive and equitable workplaces.



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How to Establish and Grow An LGBTQI+ Employee Resource Group

Room: São Paulo 3+4 (R31 + R32)

Speakers



NOAH SCHEFFEL (Ele/Él/He)
Moderator
CEO
EducaTRANSforma



EZEQUIEL MASSA (Ele/Él/ He)
Head of Diversity and Inclusion for
Latin America & Caribbean
SAP



LUCAS RONCE (Ele/Él/ He)
Project Engineer
Co-chair ERG
Air Products Brasil



PATRICIA VALLONI (Ela/Ella/She)
Growth Markets Corporate Citizenship
Lead
Avanade

Session abstract

Imagine a workplace where business leaders are clamoring to hear from their ERGs on how to solve today's most challenging problems instead of participating in programs out of obligation without tangible outcomes. As the number of ERGs grow across industries, developing more sophisticated internal structures and achieving more significant regional and global reach, aligning with company goals and needs is crucial. In this conversation, participants will hear from a senior executive and a new practitioner regarding how to best develop and refine your ERG's vision, mission, actions, and relationship with key stakeholders, to position ERGs as valuable DEIB resources and critical business assets.

Learning Outcomes

- Identify where ERG goals can align with company needs;
- Develop and refine your Employee Resource Group's vision and mission statements;
- Edit and refine local and global ERG roles and processes that enable strategic action for the current work environment; and
- Harness the opportunity to truly serve employees, regardless of location, by identifying your workforce's unique cross-cultural needs.



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Building Successful Trans and Nonbinary Recruitment Programs: Case Studies

Room: Curitiba 1+2

Speakers



SATO TAMASHIRO (Ela/Ella/She)

Moderator
President of the Board
of Directors

Presente



EDILSON MACHADO (Ele/Él/He)

LAA Marketing Director
Dow, Brazil



LUANA GIMENEZ (Ela/Ella/She)

Manager, Equality Recruiting & Global
VP Outforce

Salesforce



SEBASTIAN MEDRANO (Ele/Él/ He)

Vice President

JPMorgan Chase & Co.

Session abstract

The fact that thirty-five years old is the average life expectancy for trans women in the region is a testament to the historical urgency for Latin America to address its relationship with the trans and nonbinary community. Beyond that startling statistic, according to a United Nations Development Programme Study, the number of trans people working outside Latin America's formal labor market has been estimated to be as high as 95% percent.

This workshop pulls from valuable case study insights and is designed for HR leaders and DEIB practitioners. Attendees will gain practical guidance on building and scaling a recruitment program that promotes greater trans and nonbinary workplace inclusion. In addition to illuminating best practices to support LATAM's trans community, this session provides concrete action steps, plus proven ways to scale these talent recruitment practices regionally.

Learning Outcomes

- Gain practical guidance on building and scaling talent recruitment programs designed to facilitate trans and nonbinary workplace inclusion; and
- Explore ways to build effective, inclusive cultures that prioritize true belonging for all employees.



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Lunch Plenary

13.00 – 14.30

Room: Ballroom

Keynote: Your Story, Your Truth, Your Power

Speaker



MAGGIE ESTEVA (Ela/Ella/She)

Vice President Product Supply Fabric & Home Care Latin America
Procter & Gamble

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. Research and data are both critical elements of presenting a case, but this keynote 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.

Panel: Latin American Women Transforming the World

Speakers



ANANDA PUCHTA (Ela/Ella/She)

Moderator

Activist & Social Mission Lead

Ben & Jerry's



BENILDA BRITO (Ela/Ella/She)

Master in Social Management,

Malala Network Activist

CEO, **Múcu Consultoria**



ELLIZABETH TOMANGUILLA

(Ela/Ella/She)

VP Human Resources & GEC Co-Chair

JPMorgan Chase & Co



SALMA LUÉVANO (Ela/Ella/She)

Representative (Diputada)

Senate of the Republic of Mexico

Session abstract

The Lunch Plenary will kick off with keynote remarks on the power of storytelling, followed by a panel composed of Latin American women who are leading and transforming their countries and the world. This powerhouse panel features a diverse group of women who will share insights about the challenges and obstacles for women in the region and how each of us can use our individual spheres of influence to be intentional, authentic allies that drive lasting change in the workplace and beyond.



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Afternoon Breakout Sessions (4)

14.45 – 16.00

The Pink Market Matters: How Do We Build Brands for Everyone?

Room: Salvador 1+2

Speakers



ALBERTO ARRIAGA (Ele/Él/He)

President

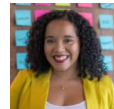
Pride Connection Mexico



LUCAS CHAVEZ-ALCORTA (Ele/Él/He)

Expert in Marketing, Inclusion and Creative Culture, President of the Board

CxOforum



ANA LUCIA MOSQUERA (Ela/Ella/She)

CEO/ Founder

Mosquera Rosado: Comunicación + Diversidad

Session abstract

[Customers are 2X more likely](#) to buy or use a brand from a company that publicly supports and demonstrates a commitment to expanding and protecting LGBTQ+ rights. This session — tailored to public relations, communications, and marketing experts and advanced DEIB practitioners, examines the business case for inclusionary brand practices, outlines steps for establishing internal and external communication strategies that align with DEIB goals, and reinforces the importance of approaching inclusion authentically from a communication and workplace policy perspective.

Learning Outcomes

- Understand best practices for establishing internal and external communication that align with DEIB goals; and
- Develop and evaluate strategies that leverage data and storytelling to gain stakeholder buy-in.



OUT & EQUAL 2024 LATAM FORUM

What Artificial Intelligence Means for DEIB

Room: São Paulo 3+4 (R31 + R32)

Interview



MELINA LÓPEZ (Ela/Ella/She)
Interviewer
Tech & Equity Marketing Manager
GOOGLE



SILVANA BAHIA (Ela/Ella/She)
Interviewee
Co-Executive Director
OLABI

Session abstract

AI and AI-related innovations are impacting industries at incredible speeds and shaping how we live, learn, and work. Starting with AI's impact on DEIB, this session provides an overview of both the opportunities and risks that AI brings to workplace DEIB efforts, and its capacity to maintain, strengthen or even reproduce bias. The ubiquity of AI has skyrocketed in recent years, with businesses across industries increasingly recognizing the cutting-edge technology's transformative potential. But with great power, of course, comes great responsibility.

Key Session Takeaways

- **Mitigating bias** requires developing AI systems that diminish biases rather than reinforce them.
- **Ensuring algorithmic fairness** requires creating metrics and methodologies that measure, assess, and ensure equity across all demographic groups.
- **Actively recruiting from diverse talent pools** of AI researchers, developers, and practitioners enables the development of more inclusive AI technologies that more equitably serve diverse communities.
- **Developing ethical frameworks** requires implementing fair and balanced systems, with safeguards designed to prevent harm and discrimination, bolster inclusivity and protect the privacy, rights, and dignity of everyone.



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Women and Nonbinary People in Leadership

Room: São Paulo 1+2 (R29 + R30)

Speakers



MARINA ALMEIDA (Ela/Ella/She)
Moderator
Pride LatAm Co-Lead and
Technical Sales Representative
Dell Technologies



DEBORA GEPP (Ela/Ella/She)
D&I Manager / Founder
**Thomson Reuters / Brazilian
Network of LGBTQ+ Women**



MIKKEL MERGENER (All pronouns)
CEO
Merg



VITOR MARTINS (Ela/Ella/She)
Diversity and Inclusion Leader
Sou Vitor Martins

Session abstract

As businesses strive for greater diversity and inclusion, the role of women and nonbinary individuals in corporate leadership positions has garnered increased attention. Drawing insights from personal experiences and industry best practices, panelists will explore topics such as breaking through gender biases, fostering inclusive leadership cultures, and the unique perspectives that women and nonbinary leaders bring to the table. Through an intersectional lens, this session examines the successes and ongoing barriers faced by women and nonbinary individuals in corporate leadership. This discussion aims to inspire actionable steps for attendees to cultivate diverse and equitable leadership pipelines.

Workshop participants will gain a deeper understanding of the barriers and opportunities for promoting gender diversity and inclusivity in corporate leadership, and strategies for fostering more equitable and supportive environments.

Learning Outcomes

- Understand the unique lived experiences and challenges faced by lesbians, bi+, trans women, and nonbinary individuals in leadership; and
- Explore ways to build effective, inclusive cultures that prioritize the inclusion of all.
- Comprehend and commit to the importance of leveraging resilience and adaptability in navigating adversity.



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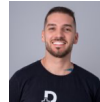
Design Thinking: Finding Commonalities and Solutions in our Workplace

Room: Curitiba 1+2

Speakers



JULIA DREZZA (Ela/Ella/She)
Senior Consultant
Mais Diversidade



THIAGO ROVERI (Ele/Él/He)
Partner
Mais Diversidade

Session abstract

When implementing new programs, technology, and processes, centering the unique needs of the program's intended demographic is critical.

This session, led by Mais Diversidade, explores solutions to some of the largest organizational challenges facing the LGBTQI+ community in corporate offices across Latin America.

Learning Outcomes

- Leverage a [*design thinking framework*](#) to find common ground and solutions to workplace inequities across Latin American offices.
- Engage in group exercises designed to activate a problem-solving mindset capable of unraveling reoccurring organizational challenges that face the LGBTQI+ community in LATAM and abroad.



OUT & EQUAL 2024 LATAM FORUM

Country Specific Breakout Sessions (4)

16.30 – 17.30

Argentina: Strategies for Inclusive Communication in the Workplace

Room: Curitiba 1+2

Speakers



GUSTAVO NOGUERA (Ele/Él/He)
Secretary General
LGBTQI+ Chamber of Commerce



PABLO DE LUCA (Ele/Él/He)
President
LGBTQI+ Chamber of Commerce

Session abstract

In Spanish, there is no term for “they/them,” and “it,” is always masculine or feminine. For that reason, in the 2000s – 2010s, the LGBTQI+ movement in Latin America imported the X from US academia and began using it in articles, papers, and research.

With the rise of Queer studies in the US, many in the trans and nonbinary Latin community find the letter “X” a way to confront binary language. Conversely, while different groups in the US use the term as a political statement and radical demand for inclusion, many [Latinos and Latinas say the term is offensive](#) because it isn’t accessible to everyone.

This session highlights linguistic practices perpetuated by American academics and provides rich dialogue including new insights around inclusive language in Latin America.

Out & Equal resources:

- Guide in Portuguese: [5 Dicas para Usar Linguagem Inclusiva e Neutra](#)
- Guide in Spanish: [Guía de Comunicación Inclusiva para la Inclusión Laboral de Personas Trans y No Binarias](#)
- Blog in English: [Reflections on Language & Heritage](#)

Learning Outcomes:

- Learn gender-inclusion language best practices from Argentinian workplaces; and
- Gain new skills to develop inclusive communication in diverse workplace.



OUT & EQUAL 2024 LATAM FORUM

Brazil: Tools to Advance your Corporate Advocacy

Room: São Paulo 1+2 (R29 + R30)

Speakers



FREDERICO MARTINS (Ele/Él/He)
Moderator
Senior Legal Manager, **Unilever**



ROSA VANZELLA (Ela/Ella/She),
Co-President BCW Group and Co-
President CW Machine
BCW Brasil e Máquina CW



REINALDO BULGARELLI (Él/He/He)
Executive Secretary
Fórum de Empresas e Direitos LGBTI+

Session Abstract:

The business community has become one of the most powerful advocates for diversity, equity, and inclusion. Even in markets facing regressive legislation towards LGBTQI+ people or hostile social environments, leading companies remain committed to advancing internal programs and policies that extend benefits to LGBTQI+ employees. Benefits include health care, inclusive retirement plans, spousal/partner benefits, transgender-inclusive health insurance, gender identity recognition, Employee Resource Groups (ERGs), and more. This session provides valuable insights on navigating public advocacy. Attendees will learn how to identify potential policy challenges, assess their implications, and develop proactive approaches to mitigate risks and leverage opportunities for advancing DEIB goals in the workplace.

Learning Outcomes:

- Acquire skills in developing and implementing corporate advocacy strategies tailored to navigating changing regulatory and policy environments; and
- Learn how to identify potential policy challenges, assess their implications, and develop proactive approaches to mitigating risks and leveraging opportunities to advance DEIB initiatives in the workplace.

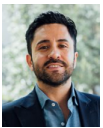


OUT & EQUAL 2024 LATAM FORUM

Chile: Theory and Practice for Effective LGBTQI+ Mentoring

Room: Salvador 1+2

Speaker



EMILIO MALDONADO (Él/Elle/Him)
Founder
Factor Diverso & Pride Connection Chile

Session Abstract:

A mentorship program is a structured, often one-on-one relationship in a work setting aimed at creating opportunities for historically excluded groups, such as LGBTQI+ people, to develop their careers through direct guidance from industry leaders and access to valuable networking opportunities. In this workshop, attendees will learn how to design mentorship programs that foster LGBTQI+ workplace inclusion. Attendees will learn about best practices in Chile and how companies in that country are leading successful mentoring programs. Learn from those who have experienced firsthand how mentorship initiatives can profoundly impact your business.

Learning Outcomes:

- Understand the differences between mentoring, reverse mentoring, peer-mentoring and cross-cultural mentoring;
- Identify how mentoring can be successfully leveraged to foster LGBTQI+ inclusion; and
- Recommended steps to implement and run your own mentoring program.



OUT & EQUAL 2024 LATAM FORUM

Mexico: Building a Successful Allyship Program to Champion LGBTQI+ Inclusion

Room: São Paulo 3+4 (R31 + R32)

Speaker



CECILIA DE LA VEGA (Ela/Ella/She)

Founding Partner

AGB Consultants

Session Abstract:

Allyship isn't a passive experience, and allyship education shouldn't be either.

In this session, we're turning dialogue into action by demonstrating the value of LGBTQI+ workplace inclusion and giving attendees the foundational tools needed to start creating organizational change—one step at a time. Throughout this session, participants will tackle what allyship really means, and be asked to reflect on their own experiences in order to apply the lessons learned to their daily lives. Participants will leave with the basic tools needed to create their own allyship program.

Learning Outcomes:

- Identify effective, everyday allyship strategies;
- Articulate why allyship is critical for business success;
- Develop the confidence to speak up in critical, everyday moments; and
- Learn how to start an allyship program in your organization.



OUT & EQUAL 2024 LATAM FORUM

Excellence Award Ceremony

17.45 – 18.45

Room: Ballroom

The Excellence Awards will recognize individuals, executive leaders, companies, and ERGs who are leading the way with bold and innovative advancements towards greater workplace inclusion for LGBTQI+ people in Latin America.

Presenter:



BRUNO CREPALDI (Ele/Él/He)
Superintendent of Institutional Relations and Inclusive Business
Banco Itaú

Keynote Remarks



SYMMY LARRAT (Ela/Ella/She)
National Secretary for the Rights of LGBTQIA+ People
Ministry of Human Rights – Brazil

Closing Remarks



ERIN URITUS (Ela/Ella/She)
CEO
Out & Equal

Closing Reception

19:00 – 21:00

Room: Espaço L'Atelier

Join us for an evening of celebration and networking!

The Out & Equal 2024 LATAM Forum closing reception will include drinks, light appetizers, refreshments, and ample opportunity to meet DEIB leaders from across Latin America.

