

The **PLANK** Center
SUMMIT
DIVERSITY & INCLUSION

October 26, 2018
DePaul Daley Building
247 South State St.
Chicago, IL 60604

7:45 - 8:30 a.m.

Registration & Breakfast

8:30 - 8:35 a.m.

Welcome & Introduction

Keith Burton, Plank Center Board Chair

8:35 - 9:00 a.m.

Morning Keynote Session

Heide Gardner, Interpublic Group

9:00 - 10:00 a.m.

Barriers to Diversity & Inclusion in Public Relations

Lilia Arroyo-Flores, Edelman

Dr. Kenn Gaither, Elon University

Tonya Veasey, Open Channel Group

Dr. Brenda Wrigley, Curry College

Moderated by: Judith Harrison, Weber Shandwick

10:00 - 10:15 a.m.

Break

10:15 - 10:45 a.m.

Presenting Sponsor Recognition

10:45 - 11:45 a.m.

Develop & Implement a Strategic Diversity & Inclusion Program

Rosa Ambriz, PRSSA National

Calmetta Coleman, Chicago Urban League

Dr. Natalie Tindall, Lamar University

Flavia Vigio, HBO Latin America

Moderated by: Hope MacGregor, Ketchum

11:45 a.m. - 12:30 p.m.

Lunch

12:30 - 1:15 p.m.

Afternoon Keynote Session

Don Thompson, McDonald's (*emeritus*); Cleveland Avenue LLC

Q&A Moderated by: Michelle Flowers Welch, Flowers Communications Group

1:15 - 2:00 p.m.

Interactive Breakout Sessions

Dr. Kenon Brown, University of Alabama

Jose Rivera, La Sierra University

2:00 - 2:10 p.m.

Report Learnings & Findings

2:10 - 2:15 p.m.

Conclusion

