THE PLANK CENTER FOR LEADERSHIP IN PUBLIC RELATIONS

2021 DEI Summit

November 11, 2021
2 - 5 p.m.
Union League Club and Facebook Live
The emerging leaders of today are the leaders of tomorrow, and the senior leaders of today are the mentors and sponsors of emerging leaders. This summit will feature senior and emerging public relations leaders who will discuss how to build pathways to leadership for diverse professionals.

They will provide tips, anecdotes, and advice on how we may better develop diverse leaders at all levels in the public relations profession.

INTRODUCTION

Bridget Coffing, Chair
The Plank Center for Leadership in Public Relations

Dr. Juan-Carlos Molleda, Dean
Dean, School of Journalism and Communication
University of Oregon

ZENO GROUP & EGAMI GROUP WORKSHOP

DE&I Progress Propellers: How Next Gen Communicators Can Advance our Profession

In the past year, the communications industry collectively has been taking action – helping to combat racism and advance racial diversity – pushing ourselves, businesses and organizations to be more and do more. But while we’ve made progress (with a lowercase p), the next generation of communicators can serve as the catalyst to bring about real and lasting change not only in our profession, but within other industries.

Join Zeno Group’s EVP of DE&I Andrea Richardson and EGAMI Group's Founder and CEO Teneshia Jackson Warner as they discuss the promise they see in our newest communication colleagues, the 10 things next generation comms pros and educators can do to continue to advance DE&I initiatives in the workplace and how to strengthen our DE&I mindset.
KEYNOTE DISCUSSION
Interviewer: Dr. Juan-Carlos Molleda, Dean, School of Journalism and Communication, University of Oregon

Panelists:

Dr. Felicia Blow, APR
Associate VP for Development,
Hampton University, & Chair-Elect,
National PRSA Board of Directors

Dr. Chuck Wallington
Executive Vice President &
Chief Marketing & Communications
Officer, Cone Health

PANEL ONE: EMERGING LEADERS

Topic: How can emerging leaders position themselves to support the advancement of DEI? How do emerging leaders engage in DEI at this stage of their careers? What kinds of mentorship skills and leadership opportunities are they seeking and where are they finding them?

Moderator

Eric Winkfield
Vice President,
M Booth (NYC)

Panelists

Camille Howard
Hill+Knowlton (Chicago)

Carolyn Lok
Weber Shandwick,
& PRSSA National President, 2020-21

Zoe Krey
Walgreens (Chicago)
PANEL TWO: SENIOR LEADERS

Topic: How can senior leaders successfully mentor emerging diverse practitioners to develop leadership skills and knowledge and open pathways for leadership opportunities?

**Moderator**
Barby Siegel
CEO, Zeno Group

**Panelists**
David Albritton
Founder & CEO, Nineteen88 Strategies

Dr. Jinx Coleman Broussard
Professor and Scholar, Louisiana State University Manship School of Mass Communication

Bob Jimenez
Senior Vice President, Corporate Affairs, Cox Enterprises

CLOSING REMARKS

Carmella Glover,
President, Diversity Action Alliance

Thank you for joining us!