



Asia
Society

2010

DIVERSITY
LEADERSHIP
FORUM

MAY 17, 2010 • NEW YORK CITY

OVERVIEW AND PARTNERSHIP OPPORTUNITIES

Overview:

An All Day Interactive Forum focused on Best Practices in Global Diversity and Leadership and highlighted by Asia Society's **CORPORATE DIVERSITY AWARDS CEREMONY**, the **1st EVER** to recognize companies who are Best in Class in Promoting Asian and Asian American Leaders and Global Diversity

DIVERSITY LEADERSHIP FORUM

On May 17, 2010, Asia Society's Diversity Leadership Forum will provide a vital platform to take the discussion of Corporate Diversity issues facing Asian American Professionals to the next level. Asia Society is bringing together CEOs, senior leaders, and decision-makers from Fortune 500 companies to discuss best practices and cutting-edge issues related to leadership and career development; including managing a globally diverse workforce in the U.S. and Asia; cultural fluency; building an employee network group; and promoting Asian American corporate leaders.

EXCLUSIVE ACCESS TO ASIA SOCIETY'S DIVERSITY REPORT

The Forum will also include the disclosure of an independent report: **BEST IN CLASS COMPANIES FOR ASIAN AND ASIAN AMERICAN PROFESSIONALS**. Working in conjunction with an independent research firm, Asia Society is conducting a national survey to understand corporate best practices in promoting and developing Asian Americans as leaders in the workforce and quantifying where Asian Americans are positioned on the corporate leadership ladder in the US. The survey results featuring best practices and innovative ways to help integrate Asian and Asian Americans into the global workforce will be made available in a comprehensive report for Gold and Silver Forum Sponsors and a topline summary for other participants.

BEST IN CLASS AWARDS CEREMONY

Asia Society's Corporate Diversity Awards Ceremony, the 1st Ever to recognize companies who are Best in Class in Promoting Asian and Asian American Leaders and Global Diversity, will be held in the evening at the end of the Diversity Leadership Forum. The awards will be based on the survey results as tabulated by the independent research firm as well as in-depth discussions with the finalists. Award categories currently under consideration are as follows: **Best Global Company focused on growth in Asia; Best Company when it comes to Promoting Asian and Asian Americans to the C-Suite; Best Company when it comes to Developing Asian Talent through Employee Resource Groups and Other Forums; as well as Overall Best Company for Asian and Asian American Professionals.**

Audience:

300-400 Corporate Leaders, Chief Diversity Officers, Asian Employee Resource Groups (ERG), Executive Advisors, Line Managers of Fortune 1000 companies, and corporate representatives involved in diversity

Location:

New York City (Location to be announced – www.asiasociety.org/diversityforum)

Date/Time:

Monday, May 17, 2010

Forum: 8:00 am – 5:00 pm | Awards Ceremony 6:00 pm – 8:00 pm

Specific Activities:

Interactive Workshops on Leadership and Career Development, Cultural Fluency and Global Competency, Expert Panel Discussions, and Networking

Marketing Opportunities:

Print Coverage including Logo Placement in **Wall Street Journal** advertisement, Asia Society Print Collateral, Website, Electronic News Digest, and Online Events Listings; Web Coverage and Online Interviews; Dedicated Onsite Display Space, Signage and Materials; Onstage visibility (executive participation in agenda); and Opportunity to host a portion of the Forum

Sponsorship:

Available Corporate Partnership Packages: Gold: \$50,000 / Silver: \$25,000 / Bronze: \$10,000
Individual Packages: 5-9 tickets at \$750 per ticket / 1-4 tickets at \$850
Early registration, student discounts, and additional corporate & media partnership opportunities available.



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CORPORATE PARTNERSHIP LEVELS AND BENEFITS

GOLD SPONSOR: \$50,000

Support as a Gold Sponsor will provide vital funding for the Forum on May 17, 2010, the national research survey, and the publication and national media promotion of Asia Society's Report on Best in Class Companies for Asian and Asian American Professionals.

Report Benefits:

- Logo placement and listing as a Sponsor of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***
- Access to a Customized Comparison Report and/or the Comprehensive Report (where applicable) based on the results of the national research survey

Forum Benefits:

- Twenty-Five (25) event registrations to the Diversity Leadership Forum and Awards Ceremony
- Reserved **prime seating** at tables for twenty-five (25) people at Diversity Leadership Forum luncheon and Awards Ceremony identified with company logo and ERG branding in room
- Prime table/booth space in networking space to showcase company's ERG with marketing materials and literature
- Listing as the Sponsor of the Diversity Leadership Forum Luncheon and Awards Ceremony
- Opportunity for Senior Executive to have a prominent role in the forum program, e.g. introduction of keynote speaker, speakers on morning panel, or participant in CEO sessions
- Opportunity for company Diversity Officer to lead a workshop
- Opportunity to provide a webcast highlighting diversity initiatives to post on Asia Society online portals
- Recognition as Gold Sponsor with company logo inclusion:
 - Half page Diversity Leadership Forum ad in the Wall Street Journal
 - Event website with hyperlink to company website
 - Key placement of logo on all Diversity Leadership Forum event signage and event program
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars and Asia Society weekly event digest
- Recognition of firm as Gold Sponsor of Diversity Leadership Forum acknowledgement in Asia Society Wall Street Journal advertisement
- Product placement in Asia Society Diversity Leadership Forum bag

SILVER SPONSOR: \$25,000

Support as a Silver Sponsor will provide vital funding for the Forum on May 17, 2010, the national research survey, and the publication and national media promotion of Asia Society's Report on Best in Class Companies for Asian and Asian American Professionals

Report Benefits:

- Logo placement and listing as a Sponsor of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***
- Access to a Customized Comparison Report and/or the Comprehensive Report (where applicable) based on the results of the national research survey

Forum Benefits:

- Fifteen (15) event registrations to the Diversity Leadership Forum and Awards Ceremony

- Reserved **prime seating** for Fifteen (15) people at Diversity Leadership Forum Luncheon and Awards Ceremony, identified with company logo and ERG branding in room
- One (1) premium table in networking space to showcase company's ERG
- Listing as sole Sponsor of Networking Reception or one Workshop room
- Logo placement and listing as a Sponsor of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***
- Access to a Customized Comparison Report and/or the Comprehensive Report (where applicable) based on the results of the national research survey*
- Opportunity to provide a webcast highlighting diversity initiatives to post on Asia Society online portals
- Recognition as Silver Sponsor with company logo inclusion:
 - Half page Diversity Leadership Forum ad in the Wall Street Journal
 - Event website with hyperlink to company website
 - All Diversity Leadership Forum event signage and event program
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars and Asia Society weekly event digest
- Recognition of firm as Silver Sponsor of Diversity Leadership Forum in Asia Society Wall Street Journal advertisement
- Product placement in Asia Society Diversity Leadership Forum bag

BRONZE SPONSOR: \$10,000

Report Benefits:

- Access to a Topline Summary of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***

Forum Benefits:

- Ten (10) event registrations to the Diversity Leadership Forum and Awards Ceremony
- Reserved seating for ten (10) people at the Diversity Leadership Forum Luncheon and Awards Ceremony, with company name in room
- One (1) basic table in networking space to showcase company's ERG
- Listing as Co-Sponsor of one Workshop Room
- Recognition as Bronze Sponsor with company logo inclusion:
 - Half page Diversity Leadership Forum ad in the Wall Street Journal
 - Event website with hyperlink to company website
 - All Diversity Leadership Forum event signage and event program
 - Diversity Leadership Forum promotional materials, including press release, promotional brochures, flyers, event calendars and Asia Society weekly event digest.
- Recognition of firm as Bronze Sponsor of Diversity Leadership Forum in Asia Society Wall Street Journal advertisement

INDIVIDUAL TICKETS

Special Package: 5-9 tickets at \$750 per ticket

- Admittance to Diversity Leadership Forum; Luncheon; and Awards Ceremony
- Listing in Diversity Leadership Forum Event Program
- Access to summary report of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***

1-4 tickets at \$850 per ticket

- Admittance to Diversity Leadership Forum; Luncheon; and Awards Ceremony
- Access to summary report of Asia Society's National Research Survey: **Best in Class Companies for Asian and Asian American Professionals***

Benefits as of 1/7/10 and subject to change

***ASIA SOCIETY'S NATIONAL RESEARCH SURVEY: BEST IN CLASS COMPANIES FOR ASIAN AND ASIAN AMERICAN PROFESSIONALS** (*working title*)

A key part of the survey will be to determine companies that are best in class when it comes to Asian American issues; for example, companies that promote Asian Americans to senior executive positions, have a vibrant Asian American employee network, have a strong growth strategy for investing/building a world class business in Asia, and support and fund Asian American causes in our local community. Asia Society will recognize these "Best in Class" companies, and announce the winners at the Asia Society 2010 Diversity Leadership Forum on May 17, 2010 during an awards ceremony. The survey findings will be made available in a report for Forum sponsors and participants. Gold and Silver level partners will receive additional analytics from the survey results and findings and featured in the national media campaign for the report.

National Survey Steering Committee

Michael Chen, President and CEO of Media Communications and Entertainment, GE Capital*

Maurice Cox, Vice President, Corporate Development and Diversity, PepsiCo, Inc.

Geraldine Gallashaw, Head of Global Diversity Strategy, BNY Mellon

Nereida Perez, Vice President, Inclusion and Diversity, National Grid*

Aida Sabo, Vice President, Diversity and Inclusion, Cardinal Health, Inc.

Todd Sears, Director, Americas Head of Diversity and Inclusion, Credit Suisse

Amy Shang, Head of Strategy, HSBC

Fred Teng, CEO of NewsChina, China Newsweek Corporation

Debra Turner Bailey, Global Diversity Officer, Human Resource Director, Global Staff and Business Services, Corning Incorporated

Vishakha N. Desai, President, Asia Society

David Whitelaw Reid, Director of Corporate Relations, Asia Society

Bernadette O'Connell, Strategic Advisor, Asia Society

**Asia Society Corporate Diversity Council Co-Chair*

Asia Society Corporate Diversity Council Members:

American Express	Corning Inc.	KPMG LLP	PepsiCo
BD	Credit Suisse	Merck & Co.	PricewaterhouseCoopers LLP
Bloomberg L.P.	Ernst & Young	Merrill Lynch & Co., Inc.	Time Warner, Inc.
BNY Mellon	General Electric Company	Morgan Stanley	UBS
Cardinal Health	Goldman, Sachs & Co.	National Grid	
Chartis International	HSBC	New York Life Insurance Company	
Citi	IBM	Novartis Pharma AG	
Colgate-Palmolive Company	JPMorgan Chase		

For additional information on Asia Society's 2010 Diversity Leadership Forum, please contact C. Nana-Oye Addo-Yobo, Assistant Director of Special Events at Tel: 212-327-9269 or E-mail: diversityforum@asiasociety.org.
www.asiasociety.org/diversityforum

Asia Society, a nonpartisan, non-profit 501(c) 3 organization, is dedicated to strengthen relationships and promote understanding among the people, leaders, and institutions of Asia and the United States.