



**Diversity in Public Relations:  
Learning from Research and Best Practice**  
A one-day conference for senior executives in the PR industry

7 July 2010  
*Edelman*  
*Southside*  
*105 Victoria Street*  
*London SW1E 6QT*

This conference will help senior executives in the UK public relations industry to develop an in-depth understanding of diversity and discrimination in the workplace. They will learn about the implicit and explicit barriers that new entrants from diverse backgrounds can face in recruitment and progression. Solutions to these issues will be discussed in light of the impending Equality Act and based on best practice case studies. Workshop discussions with peers and presenters will ensure delegates maximise their learning experience. Delegates will leave with an in-depth understanding of the complexities of enhancing and managing diversity well, and a network of valuable contacts with whom they will be able to share their experiences on an ongoing basis.

**Programme**

0900 Registration

***Part 1: The state of play***

0930 Keynote: Diversity, Trust and Public Relations  
*Robert Phillips, CEO, Edelman*

1000 Diversity in UK PR: What's the story?  
*Dr Lee Edwards, University of Manchester*

1040 Q & A

1100 Coffee break

***Part 2: The Business Case***

1115 Keynote: The Business Case for Diversity: Pros and Cons from the US experience  
*Professor Donnalyn Pompper, Temple University, Philadelphia*

1145 Global understandings of diversity in practice: The Pearson Diversity Internship scheme  
*Abu Bundu-Kamara, UK Diversity Manager, Pearson Publishing Group and Chairperson, UK Network for Diversity Practitioners*

1215 Q & A

1245 Lunch

***Part 3: Developing solutions***

1315 The Equality Bill: What it means for Public Relations  
*Bieneosa Ebite, Director, Brightstar Public Relations and Chair of Ignite*

1345 Engineering Change: Mentoring young engineers  
*Dr Nike Folayan, Association for Black Engineers*

1405 Talent spotting: Using adjusted entry criteria to enhance diversity  
*Kenton Lewis, Registrar (Fair Access), St George's, University of London*

1425 Q & A

1440 Coffee break

1455 Workshops: *Understanding the experience of difference and developing solutions*

1620 Workshop feedback

1645 Closing plenary: Changing the Landscape  
Panel discussion and closing remarks

1745 Drinks reception