



VAB IMPACT
DIVERSITY LEADERSHIP SUMMIT

IN PARTNERSHIP WITH



PRESENTED BY



A Fresh Take On

Staying ahead of evolving dynamics in the marketplace and our culture

Diversity, Inclusion and Belonging

Actionable Takeaways from the Summit





The **VAB IMPACT Diversity Leadership Summit** offered candid conversations, fresh insights and the unique personal experiences that prompt us to think differently about what inclusivity really means.

Our goal in this summit was to help bring about real, lasting change in how diversity and inclusion are embraced across the industry and within society.

It's our hope that these takeaways, and the conversations they were drawn from, inspire you to become an agent of change in your own communities.



Let's Walk the Talk - Advancing Diversity & Inclusion Through Equity & Belonging

Session 1. Commitment to Change

Monday June 21 | 1:00 PM - 1:45 PM EDT

Understanding the value, the issues, and fundamentals of diversity and inclusion are the first steps to addressing the systematic inequities and injustices in society. Unless we understand these fundamentals, and the issues that come along with them, we can't talk about or start to address the problems of racism and unconscious bias. Last year, as a response civil unrest taking place in the country and the increased demand for equality for all, ANA's Alliance for Inclusive and Multicultural Marketing (AIMM) put forth an industry pledge detailing the steps needed to move our industry forward. This session will share the work done to date and the vision of a more equitable playing field for all so that we can finally #SeeALL



MODERATOR

Nancy Diaz

Director of Diversity, Equity & Inclusion at AIMM



PANELIST

Renetta McCann

Chief Inclusion Experience Officer at Publicis Groupe



PANELIST

Nicole Hughey

Chief Diversity Officer at Sirius-XM + Pandora



PANELIST

Angela Guy

Chief Diversity Officer at L'Oréal

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Session 2. A Fireside Chat: Leading by Example, with Powerful Purpose

Monday June 21 | 2:00 PM - 2:25 PM EDT



MODERATOR

Richard Lui

NBC News Anchor



SPEAKER

Apolo Ohno

Olympic Gold Medalist

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Understand that marketers hold the narrative.

Marketers hold the pen and the pad and the script to change what the narrative looks like. You are more powerful beyond your own realization. Go deeper. The deeper you go, the more authentic that voice is to the consumer.

Have the tough conversations, sometimes it means trudging through the mud

Sometimes we need to look at our own self insecurities, traumas, limiting beliefs and self-doubts. Begin having deeper conversations and in that process, you as an organization will become better.

Accept that you don't have to have all the answers.

Allow yourself to start with a beginner's mindset to allow ourselves to listen, have openness, empathy and gratitude of understanding.

Inspiring Others – A Journey to Inclusive Leadership



Session 1. A Path Towards Transformation

Tuesday June 22 | 1:00 PM - 1:45 PM EDT

It takes inspiring leaders to empower others to take on challenges and bold missions. We will inspire others on how to overcome personal and professional challenges to achieve success as a leader, for their teams, and set a path for future generation of change makers.



MODERATOR

Carol Watson

Chief Inclusion Officer
at BCW Global



PANELIST

Stephanie Geno

CMO
at Innovid



PANELIST

Jeff Marshall

SVP, Head of Diversity, Equity & Belonging
at UM Worldwide

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Session 2. A Fireside Chat: Authenticity Demands Choice, The Path to Honest Leadership

Tuesday June 22 | 2:00 PM - 2:25 PM EDT



MODERATOR

Sean Cunningham

President & CEO
at VAB



SPEAKER

Shelly McNamara

Chief Equality & Inclusion Officer
at P&G

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Senior leaders play an important role in setting the tone and influencing the company culture.

Ongoing formal and informal conversations between leadership and employees are important to fostering an inclusive and open working environment.

Invest in your employees.

Consider talent the valuable resource that it is. Invest in external and internal resources to provide coaching and mentorship, as needed. Empower employees to be part the change by establishing ambassadorship programs or other support networks.

Understand that great leaders don't allow people to be treated "less than."

They understand the need and power of "level setting." They work hard to set a company culture of acceptance.

Looking Within Our Industry

Session 1. Advancing Cultural Journeys in Marketing & Advertising

Wednesday June 23 | 1:00 PM - 1:35 PM EDT

There has been an industry-wide call for brands to enhance the authenticity of their communications, improve their cultural relevancy, and increase their diverse representation and inclusivity. We will explore the growing importance of connecting through culture and guiding brands' cultural journeys in a fact-based process. Join us as we chat with brand leaders at different stages of launching and advancing their journeys as they seek higher quality connections leading to incremental impact.



MODERATOR

Carlos Santiago

Co-Founder & CEO
at AIMM



PANELIST

Gabriele Amtmann

Director of Operations - Marketing
Transformation at The Clorox Company



PANELIST

Christine Avallone

Lead, Brand and Communication Insights
at Verizon



PANELIST

Clary Leffel

Director of Integrated Marketing Strategy &
Operations at CarMax

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Session 3. The Business and Branding Benefits of Inclusive Marketing Campaigns

Wednesday June 23 | 2:00 PM - 2:45 PM EDT

There is proven success for brands that have more diverse representation and inclusivity in their marketing. We will discuss what marketers need to truly embrace this inclusivity - inspirational success strategies, data & insights, and proof that "doing good" impacts their bottom line. This session will provide lessons from brands and marketing campaigns that are successfully embracing inclusivity in their communications - and learn how to apply to your own strategies and plans and correlate inclusion to business outcomes.



MODERATOR

Sean Cunningham

President & CEO
at VAB



PANELIST

Albert Thompson

Managing Director, Digital
at Walton Isaacson



PANELIST

Roberto Ruiz

EVP of Research, Insights and Analytics
at Univision



PANELIST

Zulema Baez

VP Strategic Accounts & Political Sales
at Adsmovil

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Session 2. In Conversation with iSpot.tv - Spreading the Message of Diversity & Inclusion through Empowering TV Ads

Wednesday June 23 | 1:50 PM - 2:00 PM EDT

2020 redefined what it means to be a brand in the 21st century. On matters of diversity and inclusion, some brands continued their conversations, while many others just started to wade in. iSpot will impart lessons from the new wave of diverse and inclusive messaging in TV and video ads.



SPEAKER

Susie Graham

VP Product
at iSpot.tv

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Prioritize representation.

Have diverse voices at the table. It makes a big difference to developing marketing that is culturally authentic .

Be consistent.

An on-going commitment to engaging multicultural groups is needed. Consistency in spending, creative development, and other elements of outreach.

Acknowledge that representation requires authenticity.

How people, cultures and communities needs to be done in an authentic way.

Know that inclusive marketing grows brands.

In engaging diverse consumers through media, brands are winning and they're also doing the right thing from a societal perspective.

Lessons From Organizations Making a Difference

Day 4 sponsor **A+E**
NETWORKS

Session 1. Advice and Inspiration from Organizations Making Change

Thursday June 24 | 1:00 PM - 1:45 PM EDT

In these sessions we are shining a light on organizations who are successfully addressing diversity, inclusion and bias in their lives, offices and communities. This session will provide actionable, practical advice from how other organizations are driving equity and belonging to incorporate into business practices and everyday life. You'll learn how to get started and what you can do now to begin making a difference.



MODERATOR

James Lavallee

VP, Integrated Marketing Solutions
at Effectv & Comcast RISE



PANELIST

Mary Kang

SVP, Multimedia Advertising Sales
at A+E Networks



PANELIST

Daphne Kwok

VP Multicultural Leadership for APPI Audience
Strategy
at AARP



PANELIST

Devin O'Loughlin

Global Chief Diversity & Inclusion Officer
at RAPP

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Session 2. In Conversation with Sightly

Thursday June 24 | 1:50 PM - 2:00 PM EDT

At a time when brands are expected to participate in cultural conversations and brand loyalty can change in an instant, we'll talk about how to hold ourselves and each other accountable for developing and staying true to our brand's identity. Sightly and Horizon Media discuss their approach to fostering inclusive workplaces and promoting diversity across the industry.



SPEAKER

Marissa Price

SVP Client Services
at Sightly



SPEAKER

Edwina Morales

Group Media Director, Multicultural
at Horizon Media

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Know that everyone can make a difference.

Take a step back and analyze what are you doing well, where there are areas of opportunity, and where there's white space in your industry to position your company as a diversity market leader. Take personal accountability, every single person can make a difference.

Ensure DE&I is a key consideration at the outset of everything you do.

It's more efficient, inclusive, budget-effective and accessible to think about it right at the start of a project, than to wait and try to force-fit it.

Empower diverse voices to speak up.

Make sure that you're not only putting a diverse mix of people in the decision-making room, but that you're also empowering them to share their voice – good or bad. This starts with the culture in the organization and helps ensure that what you're producing is truly inclusive.

Seek out the feedback loop.

As we target and message multicultural audiences, we can also learn from them. That feedback loop makes for more informed campaigns in the future—a better brand interaction for both marketers and consumers.

Getting Inspired: Success Stories and Real-World Insights



Session 1. In Conversation with Tubi

Friday June 25 | 1:00 PM - 1:10 PM EDT

Diversity both in front of and behind the camera is table stakes for Marketers looking to reach nationally representative audiences in authentic and meaningful ways. Tubi will discuss both the importance of diverse storytelling and audience accessibility to live and on-demand news, sports and entertainment content.



SPEAKER

Adam Lewinson

CCO
at Tubi



SPEAKER

Rasheeda Garner

Writer/Producer/Director
at Tubi

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Session 2. Leading the Conversation Through Fresh Perspectives and Actionable Guidance

Friday June 25 | 1:15 PM - 2:00 PM EDT

Whether you're just starting out in your career or have been working for years, we all need perspective and actionable insights on how to confront the tough conversations and foster a more inclusive mindset in life and work, particularly in light of challenges of unconscious bias. This session will provide inspiration and guidance for all those wanting to not only succeed but support cultural inclusion.



MODERATOR

Nellie Chung

VP, Marketing & Partnerships
at VAB



PANELIST

Jay Kim

President at AAAZA,
Past President of 3AF



PANELIST

Chelsea Sanders

VP, Brand
at Refinery 29's Unbothered

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Approach unconscious bias with openness.

Start by admitting it, unraveling it and figuring out why and how those biases formed. The more you know, the more empowered you'll feel and become open to diverse and multi-cultures.

Bring people together.

Have a potluck lunch! Every food and dish has a story which will lead to a lot of sharing of cultural backgrounds. It can break down barriers and be more accepting around something we are very familiar with.

Get comfortable with being uncomfortable.

In the spirit of deepening understanding, ask the awkward questions and learn from others' experiences. Companies need to not be afraid of talking about D&I.

Recognize there's a lot of unlearning to do.

Always ask questions, be curious. Do not assume. Communicate, have conversations. Seek out other experiences in order to have empathy. Corporations should have mandatory learning sessions like African American 101, Latin X 101, Asian American 101 and LGBTQ 101 so that employees can be better educated, starting with data, insights and culture.

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library.

Get access at theVAB.com



Do The Right Thing
How Diversity & Inclusion
Drives Brand Outcomes



Discover The Difference
How Culturally Relevant Video
Content Drives Action By
Multicultural Audiences

We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit our [Multicultural Marketing Resource Center](#).

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.