

2021 CATALYST AWARDS



# PROGRESS WON'T PAUSE



PRESENTING SPONSOR



# EQUITY CAN'T WAIT

This year, Catalyst is transforming its annual [Catalyst Awards Conference and Dinner](#) from New York City-based, in-person events to a far-reaching virtual gathering of corporate leaders intentional about diversity, equity, and inclusion—attracting a global audience and offering our sponsors opportunities for increased and extended visibility.

Since 1987, the Catalyst Award has recognized 103 innovative and pioneering initiatives at 91 organizations from around the world. [Catalyst Award Winners](#) lead a community of forward-thinking organizations that continue to develop new and innovative ways to advance talent and strengthen their organizations, because workplaces that work for women work for everyone.

Focused Award Winner experiences and learning sessions will be held on **March 17 and 18**, with a robust set of community engagement activities taking place throughout the month of March.

## HIGHLIGHTS OF THIS VIRTUAL GATHERING



**Celebrate  
Winners**



**Weekly Curated  
Content**



**On-Demand  
Content**



**Live "Design  
Thinking" Sessions**



**Live Virtual  
Networking**



**Industry-Leading  
Speakers**

## 2021 CATALYST AWARD WINNERS



**An Italian Family-Owned  
Company's Journey to  
Global Inclusion**



**Speak Up for Inclusion**

Ticket packages are now on sale and support Catalyst's mission to accelerate progress through workplace inclusion. Catalyst is a not-for-profit organization organized under Section 501(c)(3) of the Internal Revenue Code. No goods or services will be provided by Catalyst in consideration for your contribution. **Your gift is fully tax-deductible.**

The time is now for us to come together to create an inclusive, equitable future and, with your continued support, we know that *progress won't pause*.

## GET YOUR TICKET PACKAGE TODAY!

### Premier Circle

**\$35,000 USD**  
(a \$28,750 savings)

Prominent logo placement

Digital ad

150 Catalyst Award event all-access passes!

### Champion Circle

**\$25,000 USD**  
(a \$6,875 savings)

Logo placement

75 Catalyst Award event all-access passes!

### Patron Circle

**\$18,500 USD**  
(a \$2,750 savings)

Company name listed

50 Catalyst Award event all-access passes!

Individual tickets are also available at the [Catalyst Supporter](#) rate of \$425 USD and \$850 USD for all others. Visit [catalyst.org/2021-catalyst-awards](https://catalyst.org/2021-catalyst-awards) to purchase packages and tickets and make a donation. Questions or want to learn more about sponsorship opportunities? Email [catalystevents@catalyst.org](mailto:catalystevents@catalyst.org) or call +1 416-645-5875.

Thank you for your continued support. Check out highlights from our recent virtual events, [Catalyst Honours 2020](#) and the [MARC Summit](#).

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[CATALYST.ORG](https://catalyst.org)

WORKPLACES THAT WORK FOR WOMEN WORK FOR EVERYONE.



**SELECT**

**Men Advocating Real Change (MARC):**

Examine the critical role that gender partnership plays in driving inclusion.



sponsor

<b>1</b> Opening Session	<b>2</b>	<b>3</b> Design Thinking	<b>4</b>	<b>5</b> Networking Forums
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**REWIND**

**Advancing Women:**

We look backward so that we can look ahead. Learn about Catalyst's legacy of advancing women since 1962 to ensure that hard-fought gains do not slide back.



sponsor

<b>8</b> International Women's Day	<b>9</b>	<b>10</b> Design Thinking	<b>11</b>	<b>12</b> Networking Forums
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**PRESS PLAY**

Learn about the **2021 Catalyst Award Winner spotlights**, along with the extensive community impacted by **103 initiatives at 91 organizations** from around the world.

<b>15</b>	<b>16</b>	<b>17</b> 2021 Catalyst Award Sessions	<b>18</b> 2021 Catalyst Award Sessions Chief Executive Program and Celebration	<b>19</b> Joint Panel and Office Hours with the 2021 Catalyst Award Winners
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**\*Session highlights on next page**

**VOLUME UP**

**Equity & Inclusion:**



sponsor

Amplify diverse voices and magnify their stories through an intersectional lens.

<b>22</b>	<b>23</b>	<b>24</b> Design Thinking	<b>25</b>	<b>26</b> Networking Forums
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**FAST FORWARD**

**Women and the Future of Work:**

Ensuring that workplaces enable women to thrive in the 21st century.



sponsor

<b>29</b> Networking Forums	<b>30</b>	<b>31</b> Design Thinking Closing Session
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DESIGN THINKING SPONSOR:  
 CISCO

PRESENTING SPONSOR



BREAK SPONSOR:

## 2021 Catalyst Award Sessions

MAR  
17

MAR  
18

Join the 2021 Catalyst Award Winners for spotlight sessions, deep-dive panels, and stories about their innovative and inclusive initiatives!

### **Barilla: An Italian Family-Owned Company's Journey to Global Inclusion**

Starting with leadership from the top, Barilla has created a culture globally where employees can leverage ERGs and other programs to drive change and impact that is inclusive for women, LGBTQ+ employees, and other underrepresented groups.

### **RBC: Speak Up for Inclusion**

RBC's initiative, led by senior leadership and an ERG network that drives D&I strategy, creates an inclusive culture for women and other underrepresented groups by embedding D&I into the business and focusing on culture change drivers, intentional talent management, and community involvement.

## FEATURED SESSIONS

### **Fast-Forward Inclusion: A Conversation with Target Corporation**

Sponsor:



Kiera Fernandez, Chief Diversity & Inclusion Officer, Senior Vice President HR, Target Corporation and Lorraine Hariton, President &

CEO, Catalyst discuss how Minneapolis-based Target responded to the murder of George Floyd, ensuring the safety of frontline team members and the community, as well as Kiera's leadership of building an enterprise-wide inclusive culture.

### **Champion Companies are Building a Foundation for Gender and Racial Equity**

Sponsor:



The Catalyst CEO Champions For Change community is comprised of more than 70 high-profile CEOs. These leaders have pledged to advance more women, particularly women of color, into senior leadership positions. Hear about their journey.

### **Empathy: Your Future of Work Superpower**

Empathy is a critical human skill that can be taught. In this session, we will explore three dimensions of empathy—cognitive, social, and behavioral—and how organizations can build a culture of empathy by training employees and managers.

### **Roadmap to Change, The Architect/Communications Partnership**

Sponsor:



Learn from DEI architects how they effectively roll out programs and initiatives across their organization

using multiple channels. Explore what an inclusive change management strategy entails and how leaders can model it in these times of uncertainty.

### **Measuring What Matters: Tools for Tracking Progress**

Sponsor:



At Catalyst, we have long said that what gets measured gets done. Explore several tools and initiatives, including GDKA (Gender and Diversity KPI Alliance), as well as innovative measurement strategies from Catalyst Supporters.

### **ERGs and Transformation: Building an Inclusive Culture, Turbocharging Talent**

Sponsor:



How can Employee Resource Groups (ERGs) be sustained and accelerated during the

disruption of Covid, and how can they continue to engage and create an inclusive culture across an entire organization, especially at companies that have field, frontline, and retail workers?

### **One Year Later, Revisiting the 2020 Catalyst Award Winners**

Catch up with 2020 Catalyst Awards Winners Deloitte Australia, Medtronic, and Unilever to see how the inclusive initiatives they implemented pre-Covid, such as flexible and remote working policies, have shifted and set them up for success in the long term.

### **Building Equitable Technology for the Future of Work**

Sponsor:



We must make certain we do not inadvertently perpetuate systemic bias or stereotypes for women, particularly for women of color, with AI tools. Learn ways to eliminate bias from AI, build more diverse teams, and explore the promise of using emerging technologies to drive inclusion.

### **Seeding and Sustaining Profound Cultural Change**

Sponsor:



Long-term culture change requires that organizations nurture a culture that encourages a groundswell of enthusiasm at the grassroots level. Learn how building strong communities from the ground up can enable sustainable change.

### **Influence to Impact: A conversation with Hamdi Ulukaya, Founder & CEO, Chobani**

Learn to identify and leverage your sphere of influence to create an environment in which marginalized communities are empowered, and pave the way—through support and upskilling—toward a more equitable future for all.

### **Breaking Barriers While Forging A New Path**

Catalyst has tracked the bleak pace of progress for women CEOs for decades; the statistics are even more dire for women of color in particular. In this session, CEOs discuss how they have accelerated inclusion, lessons learned, and advice to ensure that progress won't pause.



**CATALYST**  
WORKPLACES THAT WORK FOR WOMEN

WORKPLACES THAT WORK FOR WOMEN WORK FOR EVERYONE.