



PUBLIC SECTOR NETWORK'S

# WOMEN IN LEADERSHIP ROADSHOW 2019

Your Roadmap to Leadership Excellence

Phoenix (AZ) February 19th | Seattle (WA) March 14th | Washington (DC) March 21st | New York (NY) March 25th

Proudly Supported By



Northeastern University  
Seattle



# 01 / INTRODUCTION

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## What?

**Women remain underrepresented at every level in corporate America, despite earning more college degrees than men for 30 years and counting.**

There is a pressing need to do more, and most organizations realize this: company commitment to gender diversity is at an all-time high for the third year in a row.

One of the most powerful reasons for the lack of progress is a simple one: we have blind spots

when it comes to diversity, and we can't solve problems that we don't see or understand clearly.

PSN's Women in Leadership Roadshow delivers practical sessions and transferable knowledge to transform your department, showing you how to make a real, and lasting, difference in creating true workplace gender equality.

## Who?

Professionals from government in the roles of:

- C-Suite Executives
- Mid-level and Frontline Managers
- Directors and Managers of Human Resources
- Workplace Diversity and Inclusivity Managers

## Why?

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Gain insight into setting appropriate targets & reporting structures



Hear exclusive one-on-one discussions with some of North America's leading public sector women on their journey to the top in a male-dominated industry



Learn to develop strategies to develop pipelines of future leaders



Examine how the public sector is prioritizing gender equality across all three tiers of government

# AGENDA - PHOENIX - FEBRUARY 19, 2019

9:00	<b>Chairperson Welcome:</b> Expectations and Objectives
9:10	<b>Academic Address:</b> The Diversity and Inclusion Imperative Diza Sauers, Director, Business Communications Program, Eller Executive Education, University of Arizona
9:35	<b>Unlocking Your Leadership Potential</b> Deborrah Himself, Leadership Coach & Author, Adjunct Faculty, Eller Executive Education, University of Arizona <ul style="list-style-type: none"> <li>- Defining effective leadership – is there a universal approach?</li> <li>- Aligning your leadership style with your strengths, weaknesses and core values</li> <li>- Inspiring future generations of women to aspire toward leadership roles</li> </ul>
10:00	<b>Leadership Lessons from Public Sector Trailblazers &amp; Catalysts</b> <ul style="list-style-type: none"> <li>• Sylvia Moir, Chief of Police, City of Tempe</li> <li>- Tips and takeaways from leaders – advice for breaking down barriers and driving innovation</li> <li>- Overcoming resistance to change: how to gain buy-in, influence and support</li> <li>- Exploring what today’s leaders learned during their leadership journey and how it can shape future generations of women</li> </ul>
10:45	Morning Refreshments and Networking
11:15	<b>Case Study:</b> Leading Transformation - A Survival Guide <ul style="list-style-type: none"> <li>• Jennifer Dvorak, Information Security Architect, Arizona Department of Administration Technology</li> <li>• Mike Lettman, Chief Information Security Officer, Arizona Department of Administration Technology</li> <li>• Tina Thorstenson, AVP &amp; Chief Information Security Officer, Arizona State University</li> <li>- Finding ways to promote agility within the public sector</li> <li>- Understanding the people side of change: creating the right culture and identifying your change agents</li> </ul>
12:00	<b>Looking to the Private Sector for Inspiration</b> Dr. Paul Melendez, Professor of Practice in Management and Organizations, Founder, Center for Leadership Ethics
12:20	<b>Developing the Leaders of Tomorrow – The Path to 50:50 Leadership</b> <ul style="list-style-type: none"> <li>- Understanding gender equality as a long-term vision requiring everyone’s commitment and involvement</li> <li>- Leveraging mentoring, sponsorship and coaching to prepare the next generation for success</li> <li>- Exploring what needs to happen – from education and training to workplace culture – to realize gender equity in the public sector</li> </ul>
13:00	Lunch and Networking

# AGENDA - SEATTLE - MARCH 14, 2019

9:00	<b>Chairperson Welcome:</b> Expectations and Objectives
9:10	<b>Academic Address:</b> The Diversity and Inclusion Imperative
9:35	<b>Unlocking Your Leadership Potential</b> <ul style="list-style-type: none"> <li>- Defining effective leadership – is there a universal approach?</li> <li>- Aligning your leadership style with your strengths, weaknesses and core values</li> <li>- Inspiring future generations of women to aspire toward leadership roles</li> </ul>
10:00	<b>Leadership Lessons from Public Sector Trailblazers &amp; Catalysts</b> <ul style="list-style-type: none"> <li>• <a href="#">Alfie Alvarado-Ramos, Director, Washing Department of Veterans Affairs</a></li> <li>- Tips and takeaways from leaders – advice for breaking down barriers and driving innovation</li> <li>- Overcoming resistance to change: how to gain buy-in, influence and support</li> <li>- Exploring what today's leaders learned during their leadership journey and how it can shape future generations of women</li> </ul>
10:45	Morning Refreshments and Networking
11:15	<b>Case Study:</b> Leading Transformation - A Survival Guide <ul style="list-style-type: none"> <li>- Finding ways to promote agility within the public sector</li> <li>- Understanding the people side of change: creating the right culture and identifying your change agents</li> </ul>
12:00	<b>Looking to the Private Sector for Inspiration</b> <a href="#">Gavriella Schuster, Corporate Vice President, One Commercial Partner Channel Chief, Microsoft</a>
12:20	<b>Developing the Leaders of Tomorrow – The Path to 50:50 Leadership</b> <a href="#">Idabelle Fosse, MSW, Co-Chair, Seattle Women's Commission</a> <ul style="list-style-type: none"> <li>- Understanding gender equality as a long-term vision requiring everyone's commitment and involvement</li> <li>- Leveraging mentoring, sponsorship and coaching to prepare the next generation for success</li> <li>- Exploring what needs to happen – from education and training to workplace culture – to realize gender equity in the public sector</li> </ul>
12:50	<b>Conference Summary &amp; Closing Remarks</b>
13:00	Lunch and Networking

# AGENDA - WASHINGTON, DC, MARCH 21, 2019



9:00	<b>Chairperson Welcome:</b> Expectations and Objectives
9:10	<b>Academic Address:</b> The Diversity and Inclusion Imperative
9:35	<p><b>Unlocking Your Leadership Potential</b>  <a href="#">Dr. Mamta Patel Nagaraja</a>, <a href="#">Science and Engagement Communications</a>, <a href="#">Science Mission Directorate</a>, <a href="#">NASA</a></p> <ul style="list-style-type: none"> <li>- Defining effective leadership – is there a universal approach?</li> <li>- Aligning your leadership style with your strengths, weaknesses and core values</li> <li>- Inspiring future generations of women to aspire toward leadership roles</li> </ul>
10:00	<p><b>Leadership Lessons from Public Sector Trailblazers &amp; Catalysts</b>  <a href="#">Nora Dempsey</a>, <a href="#">Senior Advisor for Innovation</a>, <a href="#">Office of eDiplomacy</a>, <a href="#">U.S. Department of State</a>  <a href="#">Marcella Jacobs</a>, <a href="#">Executive Director</a>, <a href="#">Digital Service</a>, <a href="#">U.S. Department of Veterans Affairs</a></p> <ul style="list-style-type: none"> <li>- Tips and takeaways from leaders – advice for breaking down barriers and driving innovation</li> <li>- Overcoming resistance to change: how to gain buy-in, influence and support</li> <li>- Exploring what today’s leaders learned during their leadership journey and how it can shape future generations of women</li> </ul>
10:45	Morning Refreshments and Networking
11:15	<p><b>Case Study:</b> Leading Transformation - A Survival Guide  <a href="#">Marcella Jacobs</a>, <a href="#">Executive Director</a>, <a href="#">Digital Service</a>, <a href="#">U.S. Department of Veterans Affairs</a></p> <ul style="list-style-type: none"> <li>- Finding ways to promote agility within the public sector</li> <li>- Understanding the people side of change: creating the right culture and identifying your change agents</li> </ul>
12:00	<b>Looking to the Private Sector for Inspiration</b>
12:20	<p><b>Developing the Leaders of Tomorrow – The Path to 50:50 Leadership</b>  <a href="#">Margaret Chase</a>, <a href="#">Vice-President &amp; Deputy General Counsel</a>, <a href="#">Fannie Mae</a>  <a href="#">Sandy Stanar-Johnson</a>, <a href="#">Director</a>, <a href="#">Equal Employment Opportunity and Diversity</a>, <a href="#">National Security Agency</a></p> <ul style="list-style-type: none"> <li>- Understanding gender equality as a long-term vision requiring everyone’s commitment and involvement</li> <li>- Leveraging mentoring, sponsorship and coaching to prepare the next generation for success</li> <li>- Exploring what needs to happen – from education and training to workplace culture – to realize gender equity in the public sector</li> </ul>
13:00	Lunch and Networking

# AGENDA - NEW YORK - MARCH 25, 2019

9:00	<b>Chairperson Welcome:</b> Expectations and Objectives
9:10	<b>Academic Address:</b> The Diversity and Inclusion Imperative Lisa Coleman, Senior Vice President for Global Inclusion, Diversity, and Strategic Innovation, New York University
9:35	<b>Unlocking Your Leadership Potential</b> Melissa DeRosa - Secretary to the Governor - Office Of Governor Andrew M. Cuomo, State of New York <ul style="list-style-type: none"><li>- Defining effective leadership – is there a universal approach?</li><li>- Aligning your leadership style with your strengths, weaknesses and core values</li><li>- Inspiring future generations of women to aspire toward leadership roles</li></ul>
10:00	<b>Leadership Lessons from Public Sector Trailblazers &amp; Catalysts</b> Nonie Manion - Executive Deputy Commissioner - Department of Tax and Finance <ul style="list-style-type: none"><li>- Tips and takeaways from leaders – advice for breaking down barriers and driving innovation</li><li>- Overcoming resistance to change: how to gain buy-in, influence and support</li><li>- Exploring what today's leaders learned during their leadership journey and how it can shape future generations of women</li></ul>
10:45	Morning Refreshments and Networking
11:15	<b>Case Study:</b> Leading Transformation - A Survival Guide Patti Bayross - Deputy Commissioner - Department of Information Technology & Telecommunications <ul style="list-style-type: none"><li>- Finding ways to promote agility within the public sector</li><li>- Understanding the people side of change: creating the right culture and identifying your change agents</li></ul>
12:00	<b>Looking to the Private Sector for Inspiration</b>
12:20	<b>Developing the Leaders of Tomorrow – The Path to 50:50 Leadership</b> Dr. Shai Butler - Vice-President for Student Success & Engagement and Chief Diversity Officer - College of Saint Rose <ul style="list-style-type: none"><li>- Understanding gender equality as a long-term vision requiring everyone's commitment and involvement</li><li>- Leveraging mentoring, sponsorship and coaching to prepare the next generation for success</li><li>- Exploring what needs to happen – from education and training to workplace culture – to realize gender equity in the public sector</li></ul>
13:00	Lunch and Networking

## 04 / TESTMONIALS

### RAVE REVIEWS FOR PSN'S WOMEN IN LEADERSHIP ROADSHOW:

*"The Women Leaders in the Public Sector was a thought provoking event that was supported by women and men in key leadership positions, who had passion and intent to be change makers in this space. I walked away with valuable information on resilience, career movement and career balance throughout my life. The speakers were positive and relevant. I can't wait for the next event!"*

– **Roads and Maritime**

*"I felt very motivated and inspired to be the best woman I can be in my career. I walked out of the conference with my head held high"*

– **NSW Ambulance**

*"This is a great opportunity to meet other women from the wide and diverse area of Public Service. It is a day full of inspirational talks and thought provoking ideas. I would recommend future events to my friends and colleagues."*

– **Anti-Discrimination Board of NSW, Department of Justice**

*"Highly enjoyable day hearing from diverse areas of the public service"*

– **Australian Bureau of Statistics**

*"A very thought provoking session and a real call to action"*

– **Transport for NSW**

*"It was a good opportunity to meet women from other businesses within own department and women from other departments and to gain inspiration from strong women who have managed to shine in their particular professions"*

– **NSW Trustee and Guardian**



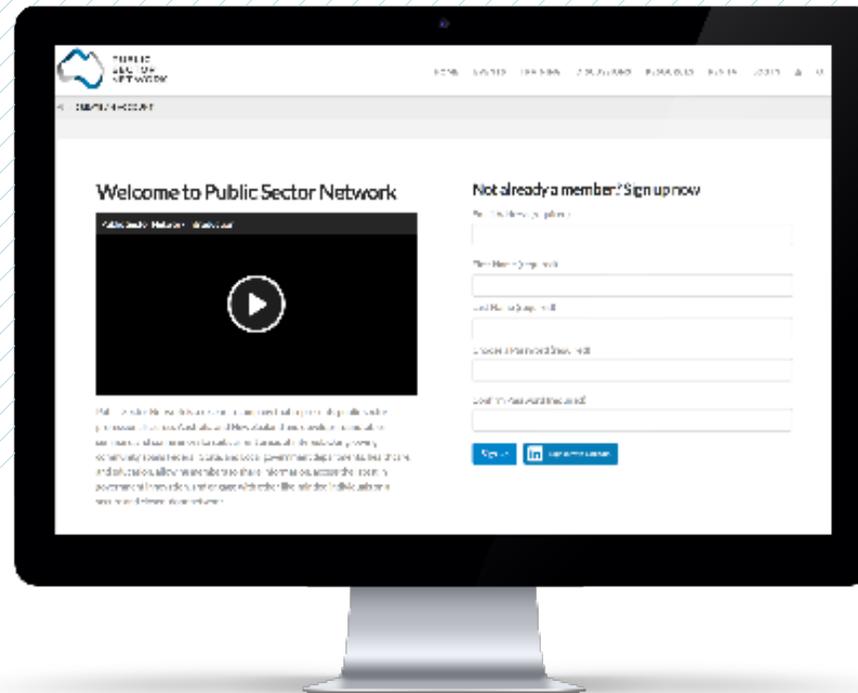
## 05 / ABOUT US

PSN is a research company that represents public sector professionals across United States of America and Canada and develops roundtables, seminars and conferences to suit current areas of interest.

Our growing online community spans across Federal, State/Provincial, and Local government departments, healthcare, and education, allowing members to share information, access the latest in government news and innovation, and engage with other like-minded individuals on a secure and closed-door network.

**INTERESTED IN SPEAKING?** Please contact [liz@publicsectornetwork.co](mailto:liz@publicsectornetwork.co)

**INTERESTED IN SPONSORING?** Please contact [andrew@publicsectornetwork.co](mailto:andrew@publicsectornetwork.co)



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# WOMEN IN LEADERSHIP 2019

## BOOKING FORM



### Sponsorship booking agreement

Package selection	
<input type="checkbox"/> Gold	<input type="checkbox"/> Silver
<input type="checkbox"/> Bronze	<input type="checkbox"/> Networking

Locations		
<input type="checkbox"/> Phoenix	<input type="checkbox"/> Seattle	<input type="checkbox"/> Washington, DC
<input type="checkbox"/> New York	<input type="checkbox"/> Series Sponsor	

Payment details			
Card Details	<input type="checkbox"/> Visa	<input type="checkbox"/> M/Card	<input type="checkbox"/> Amex
	(Card Number)		
	(Expiry)		
	(CVC)		
	(Name)		
Signature			
Date			

Agreement authorized by	
Name	
Company	
Contact	(Email)
	(Phone)
Title	
Address	(Number)
	(Street)
	(City)
	(State/Prov)
	(Postal code)
	(Country)
Manager	
Accounts Payable	(Name)
	(Email)

Investment	
Total	

**Terms**  
 PSN undertakes to extensively market and populate each event, but are unable to guarantee the number of delegates that will attend PSN reserve the right to make necessary amendments to the events date/time/schedule without exception. Event cancellations will result in the sponsor receiving a credit note of equal value, valid for any other PSN event and/or activity. The Sponsor has no right to cancel or postpone an event. No refunds will be provided to Sponsors who are either unable or unwilling to attend the event. Any cancellation must be received in writing. Credit notes to the value of 80% will be allocated should the cancellation be received no later than 10 weeks out from the event date. All credit notes must be utilized within 1 year (12 months) of the canceled event date. Failure to utilize any or all of the credit provided will result in it being forfeited. Sponsors wishing to carry security or insurance on their exhibits will place it at their own expense. PSN are not to be held responsible for any loss, damage, injury, claims costs or expenses of any kind whatsoever, due to a force majeure. Payment is due within 15 working days after signing. Full payment is required pre-event. Failure to do so will result in access being denied. Any/all discounts (multi-event deals, early bird specials, etc.) require full payment before the payment due date. Failure to meet this payment schedule will result in the price reverting back to normal. Defaulting on payments may result in PSN canceling the sponsor's involvement; the sponsor will not be entitled to any form of repayment nor compensation in this case.

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 E [andrew@publicsectornetwork.co](mailto:andrew@publicsectornetwork.co)

SIGNATURE

This document represents a legally binding contract between you and PubSecNet Ltd. PubSecNet Ltd a subsidiary of Public Sector Network Holdings Pty Ltd. CRA: 747518116RC0001 / Address: 95b Summerhill Avenue, Toronto, ON, M4T 1B1

# 06 / PACKAGES & UPGRADES

**GOLD**

**\$3,500**

Chairperson  
20-min speaking position  
3 x Tickets  
Branding

**SILVER**

**\$2,500**

-  
20-min speaking position  
2 x Tickets  
Branding

**BRONZE**

**\$1,500**

-  
40-min panel position  
2 x Tickets  
Branding

**NETWORKING**

**\$500**

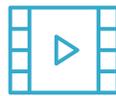
-  
-  
1 x Ticket  
Branding



**SURVEY**

Profile customers to gain business intelligence

**+ \$2,500+TAX**



**VIDEO**

Use insights to build shareable content

**+ \$5,000+TAX**



**WHITEPAPERS**

Create and share case studies and practical takeaways

**+ \$7,500+TAX**



**WEBINARS**

Reach a diverse audience online, nationwide

**+ \$10,000+TAX**

\*Prices are per city; discounts available for multiple bookings