



## Diversity Delivers – One Year On

Thursday, 3 September 2009

10.00 to 16.30

Surgeons' Hall, Nicolson Street, Edinburgh, EH8 9DW

09.15 Registration and coffee - reception

### 10.00 **Where we are - and where we're going - with diversity**

- Karen Carlton, Commissioner for Public Appointments
  - Who sits on our boards?
  - Progress with Diversity Delivers
  - What's in the pipeline
- Eddie Frizzell, Queen Margaret University
  - The new Diversity Delivers education programme

10.40 Short break – smoothies and cookies

10.45 Workshops

- Red Workshop – **Making publicity work for you**
  - What makes a good advert and advertising campaign?
  - How to supplement your advertising with powerful editorials
  - Use new media to raise awareness, attract interest and generate diverse applications

Speakers – Andrew Wilkinson, TMP Worldwide  
Steve White, TMP Worldwide  
Giles Blair, Daily Record  
Peter Aitchison, McGarvie Morrison Media

- Blue Workshop – **What's new in diversity training?**
  - Uncovering our hidden biases
  - Overcoming bias in appointment

Facilitator – Glen Robertson, Forum Interactive





## Office of the Commissioner for Public Appointments in Scotland

### 12.00 **Managing the media**

- A lively session where you get the chance to give your views of negative media coverage on people's willingness to apply for public appointments.
- John Morrison, co-founder of McGarvie Morrison Media and former BBC network correspondent will lead a session on how to attract local media interest to promote opportunities on your board.
- John Morrison and Peter Lederer, Chair of Visit Scotland, show how it's done – a live interview highlighting how to attract diverse applicants through your media coverage.

13.15 Lunch

### 14.00 **Why diversity on a board is so important**

- Helen Alexander CBE, president of the CBI

14.45 Workshops

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### 16.00 **Pulling it all together**

- Karen Carlton, Commissioner for Public Appointments

16.30 Tea and Close

