



Asian Women Leadership Network

presents

Global Leadership: Leverage Your Heritage

Multicultural Women's Symposium 2011



October 11, 2011



Location

NBCUniversal

30 Rockefeller Plaza, New York, NY



1:00 PM – 5:30 PM

Followed by a Networking Reception

Although globalization has made the world seem smaller and “flat” in many ways, organizations have long acknowledged the cultural differences inherent in global economic practice, making the world “not so flat” after all.

With the rapidly changing approach to business communications and different target markets, leaders are increasingly exposed to a world that is interdependent. International markets, world economic trends, and focus on particular regions, such as Asia and Latin America, have become critical components in leadership development, and there is a need for more local approaches to global markets than ever before. Companies in the West have to rely on leaders with the cultural heritage and knowledge that can be applied to deeper insights of these markets, their customers, suppliers and employees.

This symposium will address and share best practices on leveraging one's cultural heritage in the development of global leadership and products and services better targeted to culturally-based market segments.

The symposium will include panel discussions with established market leaders and their distinctive global leadership styles, as well as leaders who have leveraged their heritage to inspire and develop markets and innovative products.

Discussions will include use of technology to obtain information and to market products and services worldwide; and social media as a means for developing leadership skills and cross-cultural exchange to build cultural sensitivity and accelerate learning across the globe.



PROGRAM

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| 1:00 p.m. | Registration |
| 1:30 p.m. | Opening Remarks & Keynote Address
Marilyn Johnson
VP, General Business-Market Development, IBM |
| 2:30 p.m. | Panel: Global Leadership: Leverage Your Heritage |
| 3:40 p.m. | Break |
| 4:00 p.m. | Cross-cultural Roundtable Discussions |
| 5:15 p.m. | Wrap Up/Closing Remarks |
| 5:30 - 7:00 | Networking Reception |