



ADVOCACY

International Men's Day

NOVEMBER 19, 2021
9AM-12PM PT / 12PM-3PM ET

OPENING & WELCOME
9 AM PT / 12 PM ET

LEARN, LAUNCH, LEAD, LEGACY

Ray Arata, BMC Founder, and **Vik Tymchenko**, VP, Datacenter and AI and Director, Platform Hardware Engineering Division, Intel Corp., will open the program and set the context for the 2021 International Men's Day: tackling discrimination and disadvantage, fostering positive gender relations, making the world a safer place for everyone.

INTERACTIVE EXERCISE
9:15 AM PT
12:15 PM ET

CENTERING HEALTHY MASCULINITY TO ADVANCE ADVOCACY

Ray Arata and **Eduardo Placer**, will guide us into the possibilities of moving past allyship and into advocacy.

**Interactive exercise*

FIRESIDE CHAT
9:30 AM PT
12:30 PM ET

FOSTERING POSITIVE GENDER RELATIONSHIPS

Justin Baldoni, Co-founder, Wayfarer Studios, and **Ray Arata** in conversation exploring how men as allies can foster positive gender relations.

**10 minutes LIVE Q&A*

EMBODIED CONVERSATION
10:05 AM PT
1:05 PM ET

MAKING THE WORLD A SAFER PLACE FOR EVERYONE

Conscious Secure Leadership is how we can create safety for ourselves and others with **Jessica Robinson**, CEO of PurePoint International.

**10 minutes LIVE Q&A*

FIRESIDE CHAT
10:40 AM PT
1:40 PM ET

TACKLING DISCRIMINATION AND DISADVANTAGE

Carin Taylor, Chief Diversity Officer, Workday, and **Mike Kaufmann**, Chief Executive Officer, Cardinal Health, will share a personal and equitable conversation between 2 executives focusing on tackling discrimination and disadvantage: current state of successes and challenges.

**10 minutes LIVE Q&A*

PANEL DISCUSSION
11:15 AM PT
2:15 PM ET

TOOLKIT CONVERSATION:

Moderated by **Jennifer Brown** with **Cristina Santos**, **Marcelo Bertolami**, and **Elfi Martinez**.

ALLIES AS ADVOCATES: BREAKTHROUGHS FOR LASTING CULTURAL CHANGE

Panelists will share their experiences both as allies and with advocacy, providing examples and guidance to support men as allies stepping up their game to be advocates. The conversation will include learning and tools and lessons from in the ring.

Moderated by **Jennifer Brown**, CEO and Founder of Jennifer Brown Consulting

Marcelo Bertolami, Americas Territory General Manager, Intel

Elfi Martinez, Senior Director, Jennifer Brown Consulting, LLC

Cristina Santos, Senior VP, HR, Diversity, Equity & Inclusion, Capital Group

**10 minutes LIVE Q&A*

WRAP UP
11:50 AM PT
2:50 PM ET

CLOSING STATEMENTS AND COMMITMENT TO NEW ACTIONS

Led by **Ray Arata**

2021 BETTER MAN CONFERENCE SPEAKERS



Ray Arata



Justin Baldoni



Marcelo Bertolami



Jennifer Brown



Mike Kaufmann



Elfi Martinez



Eduardo Placer



Jessica Robinson



Cristina Santos



Vik Tymchenko



Carin Taylor

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