

Flying start Circle of Diversity



The Netherlands can be proud of the fact that the international Circle of Diversity conference will take place on 8 and 9 November 2010 in the RAI Congress Center, Amsterdam. It is a prominent event for everyone wanting to make themselves aware of the importance of diversity for developing upcoming opportunities, creating new networks and as an ultimate instrument for positive change. Mick Willemsen spoke with initiator, investor and organizer Fred Wickel of the Royal Group of Companies.

What makes this event different than others?

"First of all the unique ambiance", Wickel explains. "This new concept brings together interesting people from all segments of diversity: race, ethnicity, gender, age, sexual orientation and disability for the very first time.

Secondly the high quality content of this English spoken conference-event has been coordinated because radical global changes are currently happening. This is due to the phenomenal unrealized potential of diversity in people's own lives and in the public, political, corporate and educational arenas."



Future focused

Phenomenal potential in the power of diversity

What's in it for me as delegate?

"A lot", according to Fred Wickel. "This event is the first conference about diversity that has a so called 'multi-channel' approach. That means you get four times more value for money.

The conference offers no less than twenty-six captivating subjects for delegates to choose from. This way everybody can compose the program that suits him or her best.

There will also be a lively expo, where you find companies and organizations that offer support, advice or even jobs in every area of diversity. As a spectacular extra that's new to most people, power-networking is a unique element that helps to build up and extend a future focused network."

You said four times more value for money?

"Yes, that's right. An essential benefit for delegates is that they will receive the top or as we call it, platinum online license for the conference-event when they register. Holders of a platinum online license can be actively involved in the online forum discussions and networks before the conference."

Wickel adds that besides the online syllabus, holders of the platinum license will also have access to all presentations in the video archive, to the speakers' chatroom and real-time webcast. "After the 8th and 9th of November 2010, the online community will continue, discussing the latest trends and innovations and of course anticipating the next Circle of Diversity conference-event in 2011."

Can non-delegates "attend"?

"It might sound strange, but the answer is 'yes'. If someone is not able to be at the live conference-event, then Circle of Diversity offers the chance to buy a separate online license, with all the benefits that come with it, like 'attending' presentations in real-time. There are even companies that have ordered licenses for their employees to obtain specific information, contacts and revolutionary ideas about diversity in a relatively inexpensive way. "Wickel explains that Universities and Local Governments have also taken the step of purchasing this highly effective diversity tool.

Is power-networking something new?

"Networking is actually a profession", Wickel clarifies, "but everyone can practice it. One person will do it better than another. Power-networking is 'the next level' and will generate more benefits than traditional methods. It is based on powerful efficiency and effectiveness models, before, during and after you connect with the right people.

Circle of Diversity offers delegates pre-conference training via the internet as well as in-person, with a certificate as a professional power-networker at the end. As well as being very inspiring, power-networking will also open doors that you didn't think were possible before. In fact you develop real insight: it is all about who you are... and definitely who you know!"



Effective power-networking



It's all about... being part of it

A lot of key players will be there

What do you want to achieve with this conference-event?

"Within three years, our live and virtual events, forums and reports will make Circle of Diversity a global benchmark for the exchange of ideas on global diversity trends, innovation and collaboration," Wickel makes clear.

He also reveals that Professionals from all over the world will contribute to a positive, global consciousness change via this ultimate diversity forum and that diversity will unify public, corporate and political thinking. "This is a reason why the title of the conference is 'Mastering the stepping stones of modern diversity thinking!'"

Why the ultimate diversity forum?

"Quality, quality, quality" says Wickel explicitly, from his experience of more than 25 years arranging successful international conference-events. "Top-speakers have already confirmed. Have a look at the program on the website www.circleofdiversity.com. I can tell you that not only will a lot of key players from the world of diversity be there but also leaders and role models from unexpected backgrounds will bring some eye-opening points of view. Circle of Diversity has a Planning Commission to ensure that the content of the presentations, sessions and workshops is carefully considered to reflect the future paths and building blocks of modern diversity thinking. Delegates will even receive an exclusive certificate.

Then there is also the International Board of Recommendation who use their considerable experience to constantly ensure that the quality of the conference is checked and endorsed."

How much fun will the conference be?

Fred Wickel thinks this is an important question: "Of course Circle of Diversity is inspiring and motivating. Because of the enormous amount of knowledge you can pick up, you are sure to go home with a suitcase full of insight and ideas.

But, alongside the professionalism of the conference is a carefully considered approach to ensuring the event is fun. *Loosening and networking* will take place in a relaxed social setting with music, entertainment, good snacks and some surprises. On top of that there will even be a real pub: The Diversity Pub."

Another world-class activity not to be missed, according to Wickel, is the Black Tie Gala Night with amongst others a Diversity Award Ceremony and fantastic entertainment. And for those who want to make the most of the conference there is a very attractive pre- and post-conference 'Amsterdam social program'.

To finish, he leaves with his favourite phrase: "It's all about... being part of it".



Inspiration and motivation

For information and registration, please see www.circleofdiversity.com. Via the special registration code W231518 for the first 50 registrations until 1 May 2010, a spectacular reduction of €300,- is applicable on the standard price of €1.290,- (excluding administrative costs and 19% VAT). As an extra you will receive a free platinum online license for Circle of Diversity, value €690,-.