



2022 IDEATION SUMMIT

RETHINKING EVERYTHING

THE POWER OF CHANGE

featuring

TUNDE OYENEYIN

**WEDNESDAY 9AM-
OCTOBER 12 2PM**



MILWAUKEE
ATHLETIC
CLUB

THE PROBLEM & THE OPPORTUNITY

First generation diversity efforts were, and unfortunately remain, hyper-focused on creating diversity in our workplaces. This is evident in the performative tracking of a variety of “diverse identities” with slow change to policy, compensation, and systems that overtly and covertly govern corporations. The women of Professional Dimensions quickly saw the need to take this conversation to the next level in Milwaukee to drive meaningful action.

From these beliefs and insights, the Ideation Summit was created to intentionally bring together leaders in the Milwaukee community to focus on inclusive leadership, racial inequity and institutionalized practices that promote the advancement of all.

This summit is intended to disrupt your thinking about diversity, flip it on its head, and give you the practical tools to ensure that we are building a world in which we all can thrive.

RETHINKING EVERYTHING: THE POWER OF CHANGE

This year, we're focused on bring a new lens to our work that centers the impact of health and wellness as a catalyst for change. We need to rethink the way we engage, build relationships, and exist in community with each other to access the innovation that is possible to drive our region forward. From our keynote to breakout sessions and everything in between, this experience will inspire personal and systemic change by centering on "the bright side" - what is working instead of what is broken.



ATTENDEES WILL GAIN:

- 1 A more holistic understanding of what it means to lead in a diverse world
- 2 Practical tools to implement at work to go beyond simply achieving a diverse workforce to creating an environment in which it can thrive
- 3 Strategies for advancing healthy diversity and inclusion efforts in your social and professional world

EVENT CHAIR



DEIDRE GARRETT Director
Diversity, Equity and Inclusion
GOODWILL

EVENT COMMITTEE

SAMANTHA MALDONADO Senior Leader
Diversity and Inclusion
KOHL'S

LEANA NAKIELSKI Director
Community and Social Impact
Investment
AMERICAN FAMILY INSURANCE

JOANNE SABIR Advisor
Co-Founder
FREEDOM ENDEAVORS, INC

JULIA SMITH Asst. Director of Leadership Dev.
Diversity, Equity and Inclusion
NORTHWESTERN MUTUAL

KEYNOTE: TUNDE OYENEYIN

Peloton's elite cycling and bike boot camp instructor has quickly become known for her empowering and motivational rides that force you to dig deep and open your mind. From addressing human rights and racial injustice to advocating the importance of "Soul Care," her devoted followers know they are unclipping with a better sense of self every time they strap in.

Tunde's New York Times best-selling book, *Speak*, was released in May 2022. *Speak* is an empowering, inspiring memoir that shows how she transformed grief, setbacks, and flaws into growth, self-confidence, and triumph. Tunde believes that in order to S.P.E.A.K., you must "Surrender, know your Power, lead with Empathy, remain Authentic, and have the Knowledge to back it up." *Speak* debuted #1 on Amazon's List of Movers and Shakers and New Releases on the first day the book was made available for preorder.

A Texas native of Nigerian descent, she began her career as a professional makeup artist and brand educator for some of the most sought-after beauty lines in the world. Tunde developed and harnessed her talents for over 15 years, "gifting people with confidence." Tunde struggled with her body image and self-esteem throughout her entire childhood and into her adult life until fitness offered her a greater form of self-love.

Eventually, Tunde realized her true calling was to motivate people to join her in becoming the best version of themselves. After starting out as a cycling instructor in Los Angeles, Tunde landed a coveted spot on Peloton's superstar instructor team. She trains up to 20,000 live riders on any given day through her motivational and unifying classes. "Team Tunde" knows they can always rely on her to show up as her authentic self, ready to inspire.

Tunde launched her Instagram Live Series, *SPEAK*, which spotlights stories and voices of those who have thrived and shown resilience in the face of adversity. Celebrities such as Venus Williams, Common, Cynthia Erivo, Mel Robins, and Allyson Felix have all joined as featured guests supporting Tunde's mission. Tunde has since announced her partnerships, as a proud Nike Athlete and the face of Revlon, along with other high-profile brands. She is a leader in Facebook's "We The Culture" program elevating black voices and hosted her own Facebook Audio Live Show, "The Roots," featuring guests like Emmanuel Acho, Robin Arzón, and Cat Cora.

Tunde has recently been featured for her powerful work on *The TODAY SHOW*, *Access Live*, *The New York Times*, *Vanity Fair*, *Vogue*, *SHAPE*, *O Magazine*, and more.



AGENDA

- 8:00 AM VIP MEET N GREET (EVENT SPONSORS ONLY)*
- 9:00 AM LIGHT BREAKFAST AND NETWORKING
- 9:30 AM FIRESIDE CHAT WITH TUNDE OYENEYIN
- 10:45 AM PHOTOS AND BOOK SIGNING
- 12:15 PM LUNCH AND BREAKOUT SESSIONS

*NOT OPEN TO PUBLIC

BREAKOUT SESSIONS

1

HEALTHY WOMEN BUILD HEALTHY COMMUNITIES

2

MOVING FORWARD – ACTIVISM AND SOCIAL CHANGE

SPONSORSHIP



INVITATION TO ACT LAUREN FEASTER, CEO

More than ever, business and community organizations are committed to ensuring that company values, actions, and behaviors are focused on creating a more equitable and inclusive workplace.

Your sponsorship of the 2022 Ideation Summit will not only support summit, but it will anchor the ongoing work of Professional Dimensions and represent a commitment to building a city in which we all can flourish.

If you are interested in having a role in this event and PD, please consider sponsorship and working with us to uplift exemplars of Inclusion within your company.

	FEATURED SPONSOR \$30,000	PRESENTING SPONSOR \$20,000	HEADLINE SPONSOR \$15,000	KEYNOTE SPONSOR \$10,000	BREAKOUT SPONSOR \$5,000
Logo on Main Stage	✓	✓			
Recognition in all marketing materials	✓	✓			
Opportunity to send email to all attendees	✓	✓	✓		
Welcome remarks and video (5min)	✓	✓	✓		
Special recognition in email announcing keynote	✓	✓	✓		
Option for In-person or virtual booth for attendees	✓	✓	✓	✓	
Verbal recognition throughout	✓	✓	✓	✓	
List of attendees	✓	✓	✓	✓	
Host / speaking role on Breakout topics	✓	✓	✓	✓	✓
Opportunity for logo placement on communications, social media, day-of presentation and PD website	✓	✓	✓	✓	✓
ATTENDEES	20	20	10	10	10

For more information regarding corporate membership options and additional sponsorship opportunities, please contact Lauren Feaster at (414) 581-9230 or lauren@professionaldimensions.org

2021-22 CORPORATE MEMBERSHIP PARTNERS



THANK YOU FOR YOUR LEADERSHIP

SMALL BUSINESS VIP MEET AND GREET*



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	SMALL BUSINESS SPONSOR (2) \$1,250	SMALL BUSINESS SPONSOR (1) \$1,000
VIP Meet And Greet with Tunde Oyenyin	✓	✓
Opportunity for logo placement on communications, social media, day-of presentation and PD website	✓	✓
EVENT TICKETS	2	1

The VIP Meet and Greet will take place at 8:00AM on October 12th and open to **sponsors only**. This provides a unique opportunity for small business owners to network with representatives from corporate sponsors alongside our keynote speaker prior to her full-group fireside chat.

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THANK YOU FOR YOUR LEADERSHIP

TUNDE OYENEYIN

ELITE PELETON CYCLING/BOOTCAMP
INSTRUCTOR, NEW YORK TIMES BEST-
SELLING AUTHOR, MOTIVATIONAL
SPEAKER, ENTREPRENEUR



WEDNESDAY
OCT 12



MILWAUKEE
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LEARN MORE
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2022 IDEATION SUMMIT **RETHINKING EVERYTHING** THE POWER OF CHANGE

THE IDEATION SUMMIT IS A PERSONAL AND PROFESSIONAL DEVELOPMENT OPPORTUNITY CONSISTING OF WORKSHOPS, PANELS AND KEYNOTE SPEAKERS FOCUSED ON ADVANCING INCLUSION AND IMPACT ACROSS THE MILWAUKEE REGION. SPECIAL TICKETS AND CORPORATE PACKAGES AVAILABLE. VISIT WWW.PROFESSIONALDIMENSIONS.ORG OR SCAN CODE FOR DETAILS!

2022-23
SPONSORS &
PARTNERS

