

# PARTICIPANT BROCHURE

## The Whole Life Career & Longevity Mindset Advantage

*A Leadership Imperative for Attracting,  
Developing and Retaining All-Aged Talent*



Virtual Events

Americas, Europe, Asia Pac

October 15 - 17

**Global Select Sponsor**



**Event Sponsor**



# Welcome

The success of any business hinges on its people. In this time of heightened global competition and a tightening labor market, leaders must focus on talent sustainability.

Pivoting to a whole-life career model gives employers the opportunity to leverage the longevity mindset benefit and reap the rewards of the fact that people are living and working longer.

To help progressive leaders navigate this strategic pivot, Age Equity Alliance is hosting a global 3-day virtual educational forum. Experts from across the globe will be speaking to the talent challenges today's leaders face and the urgency for action.

**75%** of global employers report difficulty filling roles.<sup>1</sup>

**85M** jobs could go unfilled by 2030 due to talent shortage.<sup>2</sup>

**2/3** ratio of quitters in total separations.<sup>3</sup>

**93%** of businesses worry about retaining top performers.<sup>4</sup>



**SHEILA CALLAHAM**

Co-Founder & Executive Director  
Age Equity Alliance (AEA)

Increased longevity can offset declining birth rates to create significant economic advantages for employers. But they must first understand the longevity mindset and address the needs of every employee across the age spectrum. This educational forum will help employers unlock this potential.

*A longevity mindset is a combination of knowledge, thoughts, and actions that best prepare **all-aged** employees for an engaging, extended work experience.*

# Why Join Us?

With an increasing number of older workers and fewer younger ones to fill the vacancies, it's crucial for business leaders to embrace an all-aged workforce. Unfortunately, outdated stereotypes and biases hinder this progress, meaning that businesses are losing out on the longevity benefit. **This forum provides leaders the insights they need to shift the workplace culture and improve talent and business sustainability.**

- Age Equity Alliance is offering the **first-ever global virtual forum on longevity mindset** for business leaders, L&OD and change strategists, equity practitioners, academics, age advocates, and students.
- In the last 4+ years, we have become a **credible leader as a research-based education and training partner** for companies wanting to maximize all-aged talent. Our clients have included global companies in healthcare, tech, engineering, and consulting.
- A Texas-based 501(c)(3) working globally, **we are a knowledge partner** for Living, Learning, and Earning Longer, a global collaborative effort between AARP, the World Economic Forum, and the OECD.

## What Participants Say

- *Great information, this is a very hot topic in our company.*
- *Judging from the chat and subsequent connections made, this event sparked discussion and was highly successful.*
- *The chat was on fire!*
- *The content was rich, varied, and provocative.*
- *So much stimulating and challenging information.*
- *Great speakers, topics, and content . Really well managed.*
- *Liked all of the fact-based content and the pace of the program.*
- *Thank you for a rich session!*

**2023 Fall Forum Survey Responses**

# About Us



**Ashton Applewhite**



Incubated by Old School in partnership with author, TED speaker, and global age activist Ashton Applewhite, Age Equity Alliance is a research-based education and training partner for progressive companies who want to create a best-in-class workplace for all ages.



## Strategy

Educate the global workplace on the myriad of ways age bias and stereotypes are manifested across the age spectrum. Only with understanding, can change occur.



## Goals

Help business leaders understand the benefits of a longevity mindset so they can reap the rewards for creating and maintaining an all-aged workplace.



## Success

AEA has partnered with local communities and global organizations. Last year's US-only fall forum attracted participants from 8 countries.



# Meet Our Team



**Carol Davis**

Research &  
Communications Lead



**Ana Clara Coura**

European Research &  
Communications Media



**Thomas Bishop**

Budgeting and Finance

# Meet Our Advisors



**Robin Wilson-  
Tolbert**

RWT Coaching  
Leadership Advisor



**Daniel Jolles**

London School  
of Economics  
Academic /  
Research Advisor



**Tina Newsham**

UNC Wilmington  
Academic Advisor



**Marti Konstant**

Konstant Change  
Marketing & Branding

# Meet Our Board



**Sheila Callaham**  
Co-founder & Chair



**Ashton Applewhite**  
Co-founder



**Megan Dean**  
Human Resources



**Robert Harper**  
Business Strategy &  
Development



**Sydney Barcus**  
Research / Business  
Development



**Thomas Bishop**  
Treasurer, Non-Executive  
Budgeting and Finance



**Jennifer Sherak**



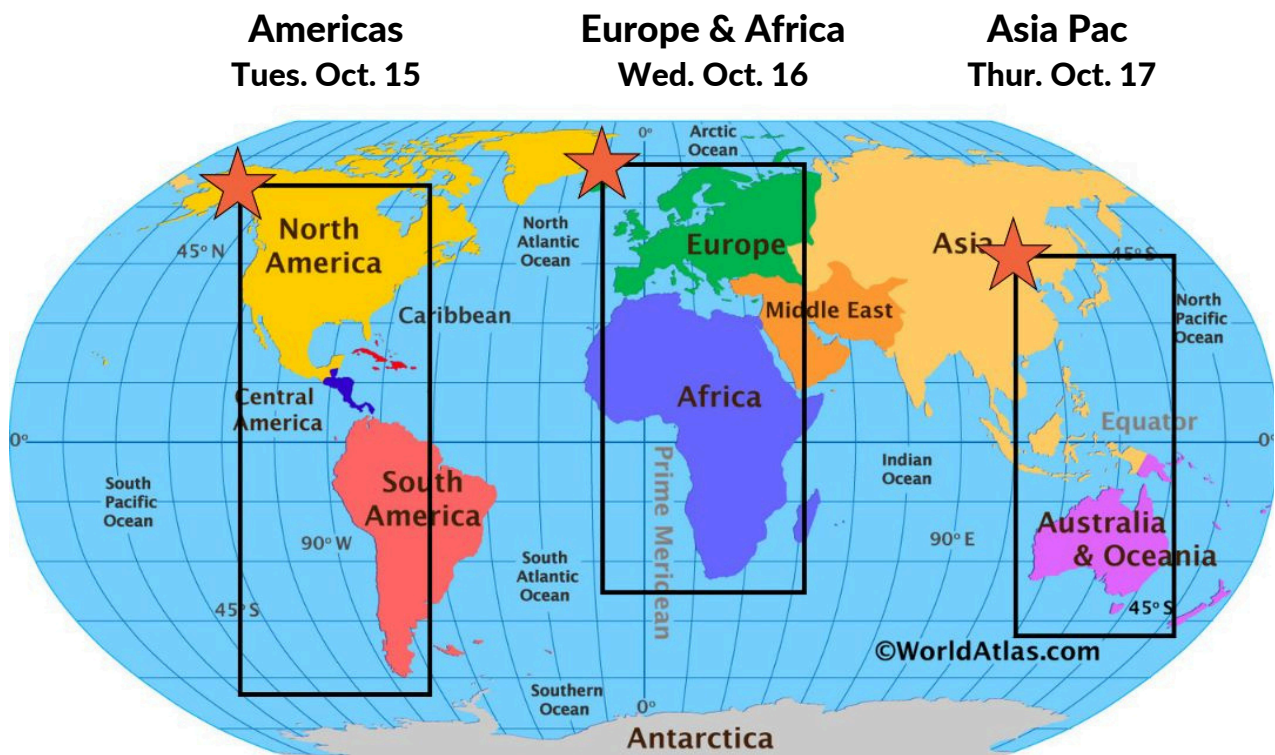
**Surbhi Kahlia**

# Event Highlights



## Virtual Event

Last year's 4-hour US-based virtual program attracted global interest from companies and practitioners in 8 countries. To better serve global learners, this year's forum covers 3 major geographies over 3 days! Our audience includes business and human resources leaders, academics, students, and practitioners.



## Media Coverage

Journalists who cover the topics of talent sustainability, future of work, longevity, human resources, change management, etc. will receive press passes.  
Contact [Sheila.Callaham@ageequityalliance](mailto:Sheila.Callaham@ageequityalliance) for access.

# Event Highlights



## Worth Noting

While we have a number of expert consultants speaking at the event, we also an impressive number of speakers representing global businesses and organizations.



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## Global Select Sponsor



*"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic."*

*– Peter Drucker*

# Event Schedule - Day 1

**TUESDAY, OCTOBER 15  
AMERICAS**

**9 am - 1:00pm Pacific / Noon - 4 pm EST / 5 pm - 9 pm WET**

*\*Times below denoted in Pacific Standard Time*

9:00 - 9:10	Welcome: Sheila Callaham, Co-Founder and Executive Director, AEA
9:10 - 9:35	Keynote: The Generation Myth: Why When You're Born Matters Less Than You Think, Bobby Duffy, Prof Public Policy & Dir. of the Policy Institute
9:35 - 9:50	Insight Report: <u>Longevity Economy Principles–The Foundation for a Financially Resilient Future</u> , Lin Shi, principal, Mercer Global Consulting
9:50 - 10:05	Insight Report: How Employers Can Spark a Movement to Help us Live Longer and Healthier Lives, Andrew Davis, principal for Deloitte Consulting
10:05 - 10:20	Insight Report: The Mid-Career Opportunity–Meeting the Challenges of an Ageing Workforce, Mona Mourshed, Founder and CEO for Generation
10:20 - 10:45	Panel Discussion: When the Rubber Hits the Road–What Are Companies Waiting For? Led by age activist, TED speaker, & author Ashton Applewhite with Lin Shi, Andrew Davis, and Mona Mourshed
10:45 - 11:05	Keynote: Addressing Ageism in Media, Eddie Prentiss, Executive Creative Director for Stratacomm
11:05 - 11:25	Keynote: Tear Down This (Generational) Chart! Janine Vanderburg, Encore Roadmap
11:25 - 12:00	Legal Discussion: How Companies Can Reduce Workplace Ageism, led by Megan Dean with employment attorneys Mahir Nisar and Peter Romer Friedman
12:00 - 12:25	Keynote: Age Equity Alliance–The Longevity Mindset Index, Sydney Barcus, AEA Board of Directors
12:25 - 12:50	Closing Keynote: How Values Will Shape the Future of Work, David Allison, CEO ValueGraphics
12:50 - 1:00	Closing Remarks and Access to Resources



# Event Schedule - Day 2

## WEDNESDAY, OCTOBER 16 EUROPE & AFRICA

9 am - 12:15 pm WET / 10 am - 1:15 pm CET / 11 am - 2:15 pm EST

*\*Times below denoted in Western European Time*

- |               |   |
|---------------|---|
| 9:00 - 9:10   | Welcome: Sheila Callaham, Co-Founder and Executive Director, AEA  |
| 9:10 - 9:35   | Opening Keynote: A New Age of Talent: Leading Beyond the 'Retirement Myths', Dr. Daniel Jolles, London School of Economics  |
| 9:35 - 10:00  | Insight Report: The Mid-Career Opportunity-Meeting the Challenges of an Ageing Workforce, Shruti Singh, Senior Economist, OECD  |
| 10:00 - 10:25 | Insight Report, Longevity Economy Principles: The Foundation for a Financially Resilient Future, Graham Pearce, Principal, Multinational Client Group, Mercer                 |
| 10:25 - 10:50 | Keynote: AI and Longevity: Crafting Careers that Stand the Test of Time, Claire Farwell, AI Claire  |
| 10:50 - 11:15 | Keynote: Ageism in the Spotlight: Media's Role in Redefining Age Perceptions, Claudia Vaccarone, Inclusion, Gender and Diversity in Media Advisor                             |
| 11:15 - 11:40 | Keynote: Age Equity Alliance-The Longevity Mindset Index, Sheila Callaham, Co-founder and Executive Director, Age Equity Alliance, Ana Coura, Researcher, Age Equity Alliance |
| 11:40 - 12:05 | Closing Keynote, Unlocking Potential: The Power of Age Diversity in the Workplace: Dr. Vania de la Fuente Nunez, Independent Sr Consultant (Last 5 mins Q&A)                  |
| 12:05 - 12:15 | Closing Remarks and Access to Resources   |

# Event Schedule - Day 3

**THURSDAY, OCTOBER 17  
ASIA PAC**

**9:00 - 11:30 am Singapore**

*\*Times below denoted for Singapore.*

9:00 - 9:10	Welcome: Sheila Callaham, Co-Founder and Executive Director, AEA
9:10 - 9:35	Opening Keynote: A Collective Approach to Integrating Older Workers, Ee Ke Chew, Founder & Principal Consultant, Lead Human-Centered Development, Singapore
9:35 - 10:00	Keynote: Building an Ecosystem for Workplace Longevity, Abby Bloom, Co-Founder PrimeLife Partners, Australia
10:00 - 10:25	Insight Report, <u>Longevity Economy Principles: The Foundation for a Financially Resilient Future</u> , Joan Collar, Marsh McLennan Chief Commercial Officer, Asia,
10:25 - 10:50	Age Equity Alliance: The Longevity Mindset Index, Sydney Barcus and Sheila Callaham, Members of the Board of Directors, Age Equity Alliance
10:50 - 11:15	Closing Keynote: Ensuring Talent Thrives: Strategies for Sustainable Workforces, David Tarr, CEO and Founder at Maturious, Australia
11:15 - 11:30	Closing Remarks and Access to Resources



# WILL YOU HELP SUPPORT OUR WORK?

Age Equity Alliance is a U.S.-based 501(c)(3) working globally.  
Your generous donation supports our programing.

\*U.S. donations are tax deductible.



# Timeline



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## Early Registration

Early Registration opens **15 July**.

**Special price \$139.00**

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## Registration

General registration opens **1 September**.

**Regular price \$179.00**

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## Questions?

Contact [sheila.callaham@ageequityalliance.org](mailto:sheila.callaham@ageequityalliance.org)



# Speakers



**David Allison**  
Founder, Valuegraphics,  
Speaker, Author



**Ashton Applewhite**  
Age Activist, Speaker,  
Author



**Sydney Barcus**  
Founder, Barcus  
Performance Solutions



**Abby Bloom**  
Co-FounderCo-Founder  
PrimeLife Partners



**Sheila Callahan**  
Co-Founder & Exec Dir.  
Age Equity Alliance



**Ee-Ke Chew**  
Founder, Lead Human-  
Centered Development



**Joan Collar**  
CCO, Asia  
Marsh McLennan



**Ana Clara Coura**  
Student Researcher  
AEA Volunteer



**Andrew Davis**  
Principal, Deloitte



**Megan Dean**  
Founder,  
HireUp Talent



**Bobby Duffy**  
Professor, Speaker &  
Author



**Claire Farwell**  
Founder,  
AI Claire





**Vânia de la Fuente-  
Núñez, MD, MA**  
Independent Sr Consultant



**Daniel Jolles**  
Researcher, London School  
of Economics



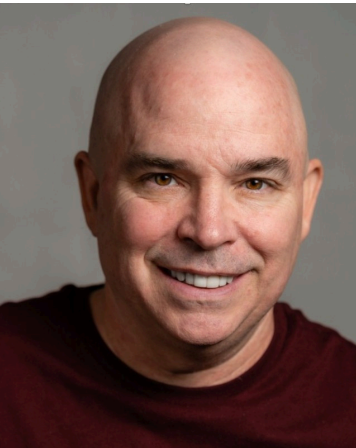
**Mona Mourshed**  
Founding CEO, Generation



**Mahir Nisar**  
Principal at the Nisar Law  
Group, Employment Law



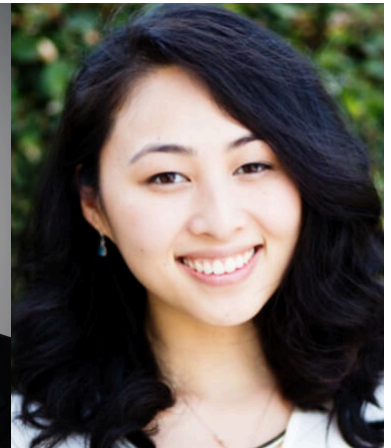
**Graham Pearce**  
Principal, Mercer



**Ed (Eddie) Prentiss**  
Founder, Brainco,  
Advertising & Design



**Peter Romer-Friedman**  
Founder, PRF Law PLLC  
Employment Law



**Lin Shi**  
Principal, Mercer



**Shruti Singh**  
OECD Lead, Ageing &  
Employment Policies



**David Tarr**  
Founder & CEO Maturious



**Claudia Vaccarone**  
Inclusion Consultant



**Janine Vanderburg**  
Co-Founder,  
Changing the Narrative



**AGE EQUITY**

— **ALLIANCE** —

**UNLOCK THE POTENTIAL**