



# CULTURE SUMMIT

## EVOLVE – CREATING PLAYBOOKS FOR THE NEW WORLD OF WORK!

**SAN DIEGO, CALIFORNIA**

OCTOBER 6-8, 2024

HYATT REGENCY MISSION BAY



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## EVENT GUIDE



**Macgregor**  
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## IN A WORLD OF **CONSTANT CHANGE**, **ADAPTING** IS KEY

In this rapidly changing landscape, leaders and culture champions are navigating the dynamic intersections of culture and the evolving nature of work. As we’ve discovered, the playbooks of before just don’t hold up as we encounter uncharted territories.

Together we must explore forward-thinking strategies, success stories, and transformative insights that empower our organizations to adapt, thrive, and shape a resilient culture in this new era of work.

### **WELCOME TO CULTURE SUMMIT 2024: EVOLVE - CREATING PLAYBOOKS FOR THE NEW WORLD OF WORK**

Culture Summit brings together HR and talent practitioners, executives, founders, thought leaders and culture champions from all over the world to share insights and best practices for transforming workplace culture. This year, Culture Summit will be your guide to crafting scalable culture playbooks that help organizations evolve to support the needs of the modern workplace.

- Together we will explore 5 key themes:
- Wellbeing – The New Workplace Imperative
  - Employee Flexibility & Agency
  - Employee Communications & Employer Branding Across the Employee Lifecycle
  - Leaning Into, Not Out of, DEIB & Social Impact
  - Development & Reskilling for Employee Engagement

**We look forward to meeting you at Culture Summit 2024!**

# 2024 SPEAKERS



## **Teryle Aguilar**

SVP of People,  
Shippo



## **Alycia Anderson**

Founder & CEO,  
The Alycia Anderson  
Company, LLC



## **Haley Everheart**

Vice President, Marketing,  
Folx Health



## **Kindra Maples**

Culture Leader and  
Fractional Chief People  
Officer, Culture Crush  
Business



## **Rian Finnegan**

Employer Brand  
Strategist, Snap, Inc,  
Peloton, Instacart, & More



## **Jeffrey Harry**

Rediscover Your Play



## **Megan James**

Senior Global Benefits  
Manager



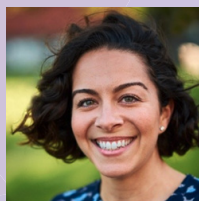
## **Carson Kressley**

Emmy-Award winning TV  
personality and New York  
Times best-selling author



## **Charley Lapomardo**

Experience Facilitator,  
Independent



## **Leslie Laws**

VP, Human Resources,  
Thumbtack

# 2024 SPEAKERS



**Janette Munoz**

Director of Talent Development & Experience, Headspace



**Derek Newberry**

Head of Organization + Culture Design at co:collective and Adjunct Professor, University of Pennsylvania



**Giana Rodriguez**

Sr. Manager Workplace & Employee Experience, GoFundMe



**Meredith Sadoulet**

CEO, ProFound Network



**Jennifer Sutton**

Head of Diversity, Equity, and Belonging, Instacart



**Kyira Wackett**

Licensed Professional Counselor, Owner, Adversity Rising

## CONFERENCE WORKSHOPS

### Schedule at-a-glance

Sunday, October 6

1:00 pm - 4:00 pm	<b>Applied Sparkle Workshop: Transforming from Stuck to Energized</b>
	<b>Charley Lapomardo</b> , Experience Facilitator, Independent
	<b>Creating Authentic Workplaces: Dismantling Toxic Positivity in the Workplace</b>
	<b>Kyira Wackett</b> , Licensed Professional Counselor, Owner, Adversity Rising



## Schedule at-a-glance

Monday, October 7

7:30 am - 8:45 am	Registration and Breakfast
8:45 am - 9:00 am	Welcome, Opening Remarks
9:00 am - 9:15 am	Meaningful Mornings, <b>Ben Swire</b> , Co-Founder, Make Believe Works
9:15 am - 10:00 am	Rethinking Work: Thumbtack's Virtual-First, Not Virtual-Only Transformation <b>Leslie Laws</b> , VP, Human Resources , Thumbtack
10:15 am - 11:00 am	Breaking Barriers: Building Inclusive Benefits in the Wake of Anti-LGBTQ+ Legislation <b>Megan James</b> , Senior Global Benefits Manager <b>Haley Everheart</b> , Vice President, Marketing, Folx Health
11:15 pm - 12:00 pm	Cultural Architecture: A New Approach for Creating Consistently Great Experiences Across the Employee Lifecycle <b>Derek Newberry</b> , Head of Organization + Culture Design at co:collective and Adjunct Professor, University of Pennsylvania
12:00 pm - 1:00 pm	Lunch
1:00 pm - 1:45 pm	Flipping the Script on Disability <b>Meredith Sadoulet</b> , CEO, ProFound Network <b>Alycia Anderson</b> , Founder & CEO, The Alycia Anderson Company, LLC
2:00 pm - 2:45 pm	Building an Employer Brand at Any Stage Company <b>Rian Finnegan</b> , Employer Brand Strategist, Snap, Inc, Peloton, Instacart, & More
3:00 pm - 3:45 pm	A Spotlight on Instacart's Juneteenth Programming <b>Jennifer Sutton</b> , Head of Diversity, Equity, and Belonging , Instacart
4:00 pm - 4:45 pm	Leap to Level Up Your Culture <b>Erin Murphy</b> , Director of Partnerships, Experience Institute <b>Sara Loncka</b> , CEO, Experience Institute
4:45 pm - 6:00 pm	Networking Reception

Schedule at-a-glance

Tuesday, October 8

7:30 am - 8:45 am	Breakfast
8:45 am - 9:00 am	Welcome, Opening Remarks
9:00 am - 9:15 am	Meaningful Mornings (Part 2), <b>Ben Swire</b> , Co-Founder, Make Believe Works
9:15 am - 10:00 am	<b>Making Work Suck Less: Healing Workplaces Through Play</b>  <b>Jeffrey Harry</b> , Rediscover Your Play
10:15 am - 11:00 am	<b>Case Study: “Shippo’s Everywhere” - Strategies &amp; Insights from Shippo’s Innovative Remote-First Model</b>  <b>Teryle Aguilar</b> , SVP of People, Shippo
11:15 pm - 12:00 pm	<b>Cultivating Mindful Leadership: Insights from Headspace’s People Leader Academy</b>  <b>Janette Munoz</b> , Director of Talent Development & Experience, Headspace
12:00 pm - 1:00 pm	Lunch
1:00 pm - 1:45 pm	<b>A people first approach to employee experience design in a hybrid workplace</b>  <b>Giana Rodriguez</b> , CEO, ProFound Network
2:00 pm - 2:45 pm	<b>Panel Discussion: Voices Within: Keeping Teams Connected Amidst Turbulence</b>  <b>Moderator: Kindra Maples</b> , Culture Crush Business
3:00 pm - 4:00 pm	<b>Laughing Your Way to Cultural Change: Carson Kressley’s Guide to Style, Authenticity, and Societal Impact</b>  <b>Carson Kressley</b> , Emmy-Award winning TV personality and New York Times best-selling author

*“Culture Summit is like a magnet for mission-based companies who care about designing a fulfilling employee experience. It’s the first time I’ve walked away from a conference with true genuine connections and not just business cards.”*

Elizabeth Rose, Founder of Zermodus

# 2024 SPONSORS

## DIAMOND SPONSORS



Humans learn by doing, through experience. That's why we're called Experience Institute.

Since 2012, Experience Institute has been at the forefront of designing transformational workplace learning programs that help individuals and teams reach their full potential. It's our mission to reignite motivation and growth at work. We do so through our signature experiential learning approach, Leaps, which is designed to empower learners to develop crucial skills, step out of their comfort zones, and make meaningful impact.



Supercharge Employee Engagement with Do-Good Food. Make your workplace worldclass with the #1 meal benefit platform built for the modern workforce. Feed your in-office and remote employees food they want from restaurants they love.

## GOLD SPONSOR



Hibob was founded to modernize HR tech. Hibob's intuitive and data-driven platform, bob, was built for the way people work today: globally, remotely, and collaboratively. Since its launch in late 2015, bob has achieved consecutive triple-digit year-over-year growth, and become the HRIS of choice for more than 1,000 modern, midsize and multinational companies who understand that a powerful, agile HR tech suite is mission critical and a key driver of organizational success. Fast-growing companies across the globe such as Monzo, Happy Socks, Gong, Fiverr, and VaynerMedia rely upon bob to help HR and managers connect, engage, develop and retain top talent. Learn more at [www.hibob.com](http://www.hibob.com)

## SILVER SPONSOR



Corporate Catering Solutions. Put employee meals on repeat! Customizable employee meal program. You set the subsidy and schedule. Employees use an app to order what they want from a rotating variety of restaurants. Flexible and scalable. You can easily scale up or down to meet fluctuating headcounts and budgets across locations. No wasting food — or money. Easy. Really easy. Once you are set up, ezCater takes care of all the logistics, from curating the restaurants to ordering support and delivery.

## BRONZE SPONSOR



GlobalGiving connects nonprofits, donors, and companies in nearly every country in the world. We help fellow nonprofits access the funding, tools, training, and support they need to serve their communities.

## 2024 SPONSORS

### SPONSORS



Give your team a breath of fresh air. Play-based corporate retreats and events



Make Believe Works helps teams connect and enrich their work through playful, but meaningful, creative activities. Our workshops are imaginative but relevant, light-hearted but resonant, and vulnerable but empowering. They are designed to build a healthy and productive workplace culture.



CONNECTIONCREW by Covve

<https://covve.com/connectioncrew/>

### PARTNERS



Welcome to Culture Crush Business, your premier destination for building thriving company cultures. We are dedicated to revolutionizing the way companies approach their people and culture strategies by bringing together all of the culture experts and support into one "Culture Hub."

Culture Crush Business LLC, is dedicated to enhancing company cultures through a comprehensive three-step process, extensive in-depth support, and partnerships with experts across multiple areas. Our three-step process involves assessing the current culture, identifying areas for improvement, and implementing tailored solutions to foster a thriving workplace environment.

### BAG & PADFOLIO SPONSOR



BAMKO is the fastest growing top 10 branded merchandise and uniform company in the world. We help companies with brand awareness, employee engagement and retention strategies.

We are more than your branded merchandise provider. For over two decades, BAMKO has been partnering with world-renowned companies to increase ROI on every product, project, program and campaign.