

THE FQ EQUALITY LOUNGE
NBA All-Star 2019



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The FQ Equality Lounge – NBA All-Star



Friday, February 15 – Sunday, February 17, 2019

Charlotte, North Carolina

The FQ Equality Lounge – NBA All-Star 2019 welcomed thousands of leaders in the marketing, sports, media, financial and advertising industries. We were the destination in Charlotte for solution-based conversations on gender equality in the workplace and beyond. In partnership with SAP Next-Gen, we featured world class business leaders who shared best practices for activating change.

The FQ Equality Lounge

Our Impact



65+

Number of leaders across industries who spoke in the lounge



90,000

Social media followers across channels



100,000+

Social media impressions for the FQ Equality Lounge – NBA All-Star 2019



1,000+

Number of attendees at the lounge



Visibility for SAP

SAP was an integral part of the
FQ Equality Lounge – NBA All-Star 2019

The FQ Lounge is given with ❤️ from SAP

We featured SAP on lounge invitations, partner signage, printed agendas, activity signage, and window décor with high visibility from the WeWork entrance.





Featured Discussions

Achieving Belonging in Business

Ann Rosenberg, SVP and Global Head at SAP Next-Gen, participated in a panel conversation called “Achieving Belonging in Business”. The leaders discussed how businesses can build inclusion into their strategy for long-term success and impact.

Other speakers included:

- Shelley Zalis, CEO, The Female Quotient (Moderator)
- Nzinga Shaw, Chief Diversity Officer, Atlanta Hawks
 - Carl Armato, CEO, Novant Health
- Diahann Billings-Burford, CEO, RISE (Ross Initiative in Sports & Equality)
 - Hudson Taylor, Co-Creator, Athlete Ally
 - Jason Collins, NBA Legend
- Fred Whitfield, President and CEO, Hornets Sports and Entertainment
 - Ayydé Vargas, Radio Personality on Real 92.3 Los Angeles



Shooting for Greatness

Ann Rosenberg, SVP and Global Head at SAP Next-Gen, participated in a conversation called “Shooting for Greatness”. In this discussion, leaders shared their tactics for maintaining focus and overcoming fear on the road to success.

Other speakers included:

- Liliahn Majeed, Vice President, Diversity and Inclusion, NBA (Moderator)
 - Lisa Skeete Tatum, Founder and CEO, Landit
 - Suzie Ford, Founder, NODA Brewing
 - Rhonda Curry, VP of HR, HSE
- Ishwara Glassman Chrein, Head of Sports Partnerships, Yahoo Sports / Verizon Media





Signature Moment

FQ
FORWARD QUOTE

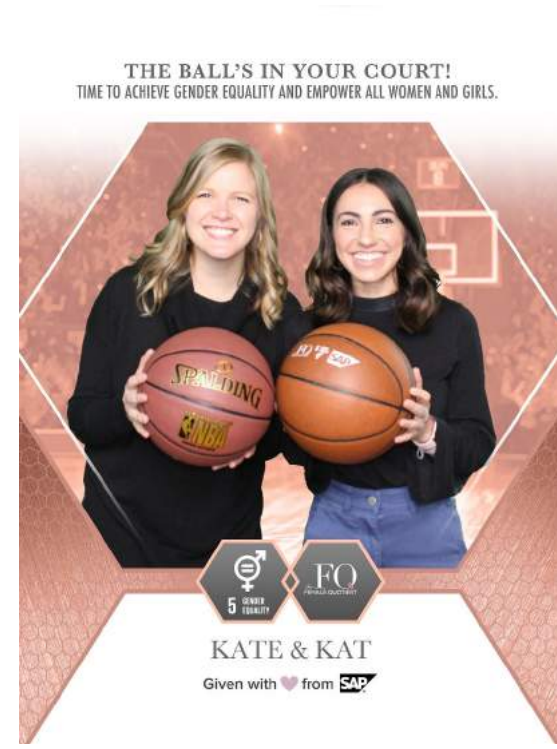
**ADVANCE
GLOBAL GOAL #5**

Given with ❤️ from
SAP

#thefemalequotient | thefemalequotient.com | #thefemalequotient

Global Goal #5 Trading Cards

In partnership with SAP Next-Gen, we created a Global Goals Trading Cards photo booth in the FQ Equality Lounge – NBA All-Star 2019. This activation was an opportunity for enormous social engagement with a focus on Global Goal #5 – Gender Equality.



Featured Guest: Pepper the Robot

Pepper the Robot was our featured guest in the FQ Equality Lounge – NBA All-Star. Attendees interacted with Pepper to learn about the equality stats in the sports industry.



CHARLOTTE

THE BUZZ

FO
TALKIN' TOOLS JEWELRY:
Tools for Advancement
\$295
A portion of the proceeds will be donated
to women's organizations
JOAN HORNING JEWELRY
Photography & Styling

FO
BALANCE THE SCORES
CANDY BAR
MEN
\$1.00
WOMEN
\$0.80
IS THIS EQUALITY?



THE BUZZ

We showcased SAP presence in the FQ Equality Lounge – NBA All-Star across our social media channels, including live streaming of the panel discussions to amplify SAP’s commitment to equality.



THE BUZZ



The Female Quotient was live.
Published by Shelley Zalis 7:1 - February 17 at 4:34 PM

In this talk, female achievers share their best words of wisdom to inspire you to follow your passions and chart new territory.

Lilahn Majeed, Vice President, Diversity and Inclusion, NBA
 Lisa Skeete Tatum, Founder and CEO, Landit
 Ann Rosenberg, SVP and Global Head, SAP Next-Gen
 Suzie Ford, Founder, NODA Brewing
 Rhonda Curry, VP of HR, HSE
 Ishwara Glassman Chrein, Head of Sports Partnerships, Yahoo Sports / Verizon Media



THE BUZZ



Join us as we advance equality together.

The FQ Equality Lounge @
NBA-All Star 🌟 Day 2.

When you put women in sports,
there is a return on equality!
There is better collaboration,
better leadership and more
confidence!

@SAPNEXTGEN
@JUMPMAN23
@SAPINAFRICA
@SAPINCHINA
@HORNETS
@NBAALLSTAR

MORE BUZZ

We also featured SAP on our website, thefemalequotient.com

SHOOTING FOR GREATNESS: FEMALE LEADERS ON HOW TO CHANGE THE GAME

Female leaders in The FQ Equality Lounge @ NBA All Star on how to follow your passions and chart new territory.

SHOOTING FOR GREATNESS: FEMALE LEADERS ON HOW TO CHANGE THE GAME
February 19th, 2019 Author: Leigh Mitchell

The FQ Equality Lounge @ NBA All Star 2019 created a space for female leaders — in Charlotte and beyond — to unpack where their bravery comes from, what motivates them, and why it's important to take risks (and, occasionally, fail). You can watch every unplugged conversation on our Facebook page. Here are some words of wisdom from women in the lounge who are changing the game on how to follow your passions and chart new territory.



Charlee Bowman of Bank of America, Donna Austin of H&M, Yi Igles, Mayor of Charlotte, Catherine Horne of Discovery Place, and Andrea Smith of Bank of America in The FQ Lounge.

There is power in perseverance.

"STEP UP AND STEP OUT. GET OUT THERE, SAY YOU'RE GOING TO DO IT, AND KEEP TRYING UNTIL YOU DO DO IT."

"Believe in yourself" is a cliché for a reason.

"THE HARDEST THING I HAVE EVER DONE IS FINDING MY VOICE IN A SITUATION WHERE I AM THE ONLY PERSON WITH AN OPPOSITE POINT OF VIEW (WHICH HAPPENED TO BE ALL MEN)."

-Andrea Smith, Chief Administrative Officer of Bank of America, on the importance of being true to yourself and your values in every facet of your work.

It's okay — and important — to create your own boundaries.

"I AM ONE OF THOSE WOMEN WHO WANTED IT ALL — I JUST DIDN'T WANT IT ALL AT THE SAME TIME."

-Catherine Horne, President and CEO of Discovery Place, Inc. believes that women are often forced to make difficult choices when it comes to a work-life balance. She believes women should give themselves permission to step off and step back in when they're ready.

Some of the best learning opportunities are borne from failures.

"THERE ARE PLENTY OF TIMES THAT I'VE FAILED. WHEN I DO, I TRY TO SIT BACK AND TAKE SOMETHING FROM IT. HOPEFULLY, I DON'T DO IT AGAIN. FAILURE IS TRULY NOT A BAD THING."

-Rhonda Curry, Vice President of Human Resources at Hornets Sports & Entertainment on the perception that women have to be perfect and that they can't make mistakes—and why some of the greatest lessons come from failure.

Risk-taking is a muscle you need to exercise.

"WHAT WOULD YOU DO IF YOU WEREN'T AFRAID?"

-Lisa Skeete Tatum, Founder and CEO of Landit, hung a sign with these words in her kitchen for her kids to read every time they come in for a snack. Tatum reflects that "taking risks is a mindset," and shares her guiding philosophy: "to take "microbites," little steps after setbacks that help you dust yourself off and set you up for success.

Failure is all about perspective: It can be a big mistake or the biggest opportunity of your life.

"I FAIL EVERY SINGLE DAY, BUT I ALSO DO AMAZING THINGS EVERY SINGLE DAY. IT'S IMPORTANT TO FAIL, JUST AS IT'S IMPORTANT TO LEARN."

-Ann Rosenberg, Senior Vice President & Global Head of SAP Next-Gen, thinks that "failure" is a funny word. She encourages people to talk about failing in an optimistic way that encourages others.

Finding your work "home" is a key to success.

"IT'S IMPORTANT TO BE TRUE TO YOURSELF AND FIND A PLACE WHERE YOU CAN BE TRUE TO YOURSELF SO YOU CAN BE SUCCESSFUL."

-Ishwara Glassman Chreim, Head of Sports Partnerships at Verizon Media/Yahoo Sports, reflects that she had a vision for where she wanted to work, and didn't know if the corporate environment was right for her. But then she interviewed at Verizon and says, "I found a place where I could be me."

It's important to tell stories about taking risks (and how those risks don't always pay off).

WE'RE BETTER TOGETHER



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