



## Conference at a Glance

April 20, 2017

7:30 – 8:00am Registration | 8:00 – 4:00pm Summit | BEST Conference Ctr, KU Edwards Campus

**Early Bird Rate (through March 31): Members - \$150; Non-members - \$180**

Regular Rate (after March 31): Members - \$185; Non-members - \$215



### Opening Keynote



As Vice President, Multicultural Affairs for Marriott International, Apoorva Gandhi is responsible for creating and executing an externally-focused global strategy that builds preference and loyalty from diverse customer segments for the Marriott portfolio of brands. He helps ensure the company's marketing, sales and operations consider and reflect multi-cultural markets and alliances as Marriott continues its aggressive growth throughout the world.

**Apoorva Gandhi**

Vice President, Multicultural Affairs  
Marriott International; USBLN Board Member

### Breakout Sessions

- Leadership
- Inclusive Culture
- Cultural Change
- Supporting Disability in the Workplace
- Creating Successful Partnerships with Service Providers
- Unconscious Bias
- Setting Up Apprenticeships
- Recruiting & Interviewing People with Disabilities
  - Legal Perspective (Part 1)
- Recruiting & Interviewing – What Would You Do?
  - Recruiter Perspective (Part 2)

### Closing Keynote



**James Ashworth**  
Managing Director

James Ashworth is the Managing Director of Operations for Southwest Airlines Customer Support and Services (CS&S). After serving as AirTran Airways' Atlanta Call Center Manager, he joined Southwest (SWA) in January 2012 as Director of Call Center Operations. When James was given his first major assignment for SWA, he was responsible for consolidating all three of his AirTran Call Centers into one Georgia Center, and overseeing the integration of AirTran's CS&S Operations into Southwest Airlines CS&S. His primary focus is working closely with Executive Leaders and the frontline to pilot the daily servicing of customers at a premium level, as well as strategically planning and developing the SWA Contact Centers of the future.

Customer Support  
& Services Southwest Airlines