

This is *me*™ Summit



Tuesday 26 October
09:30 - 13:30 (GMT)

This year marks the fifth anniversary since **This is Me** was first launched by The Lord Mayor of the City of London and The Lord Mayor's Appeal. Since its inception in 2016, over 1,200 organisations across the UK and internationally have registered for **This is Me** and made a commitment to ending the stigma in their workplaces. To mark this anniversary, we are holding our inaugural virtual **This is Me Summit**.

The event will bring together multi-sector organisations from across the globe all at various stages on their **This is Me** journey. It is an opportunity for attendees to hear from numerous inspiring speakers and network with their peers, through a selection of workshops and panel sessions, offering practical guidance and ideas.

We look forward to seeing you there and celebrating five years of **This is Me!**



Lord Mayor attending

Alderman William Russell took office as the 692nd Lord Mayor of the City of London on 8 November 2019. On 30 September 2020 William was elected to serve a further year in office, to provide continuity of civic governance during the Coronavirus emergency. His second term began on 13 November 2020. His mayoral theme for his time in office is 'Global UK – The New Future', supporting businesses through the COVID19 crisis, speeding the recovery and seizing the opportunities of the new future.

The programme

- 09:15** Event opens for attendees to log on
- 09:35** Welcome from the Chair, Barbara Harvey
- 09:40** Personal story
- 09:50** The Rt Hon The Lord Mayor Alderman William Russell
- 09:55** Message from our Regional Mayors and Leaders
- 10:00** **This is Me Tools** Sally Evans, Wellbeing Lead, PwC will share how PwC have used and implemented the three **This is Me** tools in their business
- 10:10** **This is Me Film**
- 10:15** Break
- 10:30** Breakout Sessions 1
- 11:05** Breakout Sessions 2
- 11:35** Break
- 11:50** Breakout Sessions 3
- 12:25** Breakout Sessions 4
- 13:00** Panel session: The future of mental health in the workplace
Panelists: Paulette Cohen – Barclays, Sally Evans - PwC, Andrew Berrie – Mind, Mellener Anne Coelho – Northern Trust, Tim Ackroyd – Deloitte, Farimah Darbyshire, City Mental Health Alliance
- 13:25** Supporting your **This is Me** journey
Robyn Vernon-Harcourt, The Lord Mayor's Appeal
- 13:30** Closing remarks from the Chair, Barbara Harvey
- 13:35** Summit ends



Chair: Barbara Harvey

Barbara is a researcher, campaigner and speaker on all aspects of workplace culture, belonging and equality. She was the co-founder and executive sponsor of Accenture's workplace mental health programme (described here, in this recent [podcast](#)) and a member of the World Economic Forum Global Future Council on Mental Health. In August this year she moved on from her role at Accenture to focus on her work in mental health. She's a volunteer for Shout Crisis Text Service and works with OCD-Action. Her most recent reports include [student mental health](#) and a study she led with Harvard Business School on how to solve the talent crisis by engaging a more diverse workforce [Hidden Workers: Untapped Talent](#).

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Main plenary speakers



Sally Evans,
UK Wellbeing
Lead, PwC

Following a career in people change across retail and financial services, Sally joined PwC to develop a behaviour change approach to employee wellbeing. The scope of her activity has included the development of an award-winning team resilience programme, the creation of the Green Light to Talk (about mental health) movement, and the formation of PwC's global wellbeing approach, Be Well, Work Well.



Robyn Vernon-Harcourt,
Senior Programme
Manager, The Lord
Mayor's Appeal

Robyn is a Chartered Manager and leads programmes work at the Appeal, including the award-winning mental health campaign – This is Me – to #endthestigma around mental health in the workplace. Robyn also oversees the Appeal's Diversity & Inclusion and Skills programmes to make London a more inclusive, healthy and skilled City, creating A Better City for All.



Jo Cole,
Divisional Portfolio
Manager (Cyber &
InfoSec), UBS

Jo has been with UBS for nine years and currently works within the Cyber & Information Security Division. Her interest in good mental health started when her son was diagnosed with schizoaffective disorder. Since then she has actively promoted awareness of good mental health, and is a Mental Health Champion. If she has time after that her passion is ice skating.

Panel session speakers

The Covid-19 pandemic has placed mental health firmly at the forefront of businesses agenda. However, mental health support in the workplace will need to address both current and new challenges with hybrid and remote workplaces, as well as address the individual needs of those across organisations, understanding the different experiences of those with protected characteristics. Our speakers, together with our Chair, Barbara Harvey, will share their insights into the future of mental health in the workplace and how **This is Me** can support organisations to both understand, and tell different stories to inform inclusive workplace support.



Paulette Cohen, Head of Diversity & Inclusion
UK, Europe/ME, Barclays

Paulette is Barclays Head of Diversity and Inclusion for UK, Europe and Middle East, joining the team as a D&I director in April 2016. She leads global D&I business engagement and the D&I strategy across the region with a focus on building a diverse, equitable and inclusive environment where all colleagues feel they belong and can grow their careers. She led the global roll-out of This is Me, Barclays campaign on disability, mental health and wellbeing, now adopted by over 400 companies.



Farimah Darbyshire, Head of Programmes and
External Relations, City Mental Health Alliance

Farimah has responsibility for delivering some of the CMHA UK's key workplace mental health programmes to members and businesses. This includes the Early Careers Health Programme, events and seminars and growing the CMHA's research and insights division. She also oversees external relations for the organisation, including PR and digital.



Tim Ackroyd, Senior Talent Manager,
Mental Health, Deloitte

Tim leads the design and delivery of Deloitte Global's approach to supporting mental health. A Senior Talent Manager with over 15 years of experience in enabling behaviour change in organisations, Tim was previously Head of Wellbeing & Engagement at Deloitte UK where, in 2016, he supported six colleagues to share their stories as part of the first This is Me campaign. With a background in psychology, he has a keen interest in evidence-based wellbeing, mental health and employee engagement.



Andrew Berrie, Mental Health at Work National
Lead, Mind

Andrew supports the ambitions of the Thriving at Work Leadership Council in driving employer action across the UK and oversees delivery of the Mental Health at Work website and Mental Health at Work Commitment. Over the last three years Andrew has led the Time to Change Employers Programme, Blue Light (Emergency Services) Programme, Mentally Healthy Universities Programme and Mind's work with the Midlands Engine Mental Health Productivity Pilot supporting a wide range of organisations across the UK.



Mellener Anne Coelho, India Head for Diversity
Equity & Inclusion and Mental Wellbeing,
Northern Trust

Mellener is an Inclusion Strategist with a focus on creating cultures where people can bring their passion and whole self to work. She has contributed to several pieces of research on Diversity and Inclusion and has received several accolades for her work including the D&I Champion of Change Award from Community Business in 2019. As a Global D&I advisory board member for the Future Talent Council her mission is to create more mindful, kinder and grateful communities.



Sally Evans, UK Wellbeing Lead, PwC

Following a career in people change across retail and financial services, Sally joined PwC to develop a behaviour change approach to employee wellbeing. The scope of her activity has included the development of an award-winning team resilience programme, the creation of the Green Light to Talk (about mental health) movement, and the formation of PwC's global wellbeing approach, Be Well, Work Well.

Beginner

Intermediate

Experienced

| Session | Starting a This is Me storytelling campaign | How to create a This is Me film | Taking This is Me international |
|---------------------------|--|--|---|
| 1 10:30 – 11:00 | <p>How do you start a This is Me storytelling campaign? Join this interactive session and hear ideas, practical guidance and top tips to help you on your way.</p> <p>Jenny Drew, WMCA, Katie Burnett, B2022 Commonwealth Games and Robyn Vernon-Harcourt, The Lord Mayor's Appeal</p> | <p>What are the steps to creating a This is Me film? This interactive session will help you with ideas, practical guidance and top tips for the best approach for your business.</p> <p>Miranda Kewkin-Smith and Rebekah Watson, Bank of England</p> | <p>What are the considerations if you want to take your This is Me campaign international to reach your global colleagues? This interactive session will provide experiences, ideas and examples as well as practical guidance and top tips to help you develop your international This is Me campaign.</p> <p>Kapila Jaykumar, Community Business Asia and Mellener Coelho, Northern Trust</p> |
| | <p>How to use the Wellbeing in the Workplace tool</p> <p>Learn how to use and implement the Wellbeing in the Workplace tool in your organisation and understand the benefits this tool offers your business and your employees.</p> <p>Matthew Lock and Stephen Laurie, Samaritans</p> | <p>Networking and brainstorming session</p> <p>Drop in to this session for an opportunity to network with your peers, have your questions answered and share your own This is Me experiences with other businesses.</p> <p>Lynne McCaughey, Pinsent Masons and Dagmara Aldridge, Zumo</p> | <p>Leveraging This is Me to explore the intersectionality of Mental Health</p> <p>This interactive session will explore ways in which companies can leverage the This is Me tools to understand and support the experiences of different employee groups, in managing their mental health</p> <p>Paulette Cohen, Barclays</p> |
| 2 11:05 – 11:35 | <p>You'd like to run a Green Ribbon Campaign, but what are the steps? This interactive session will provide ideas, offer practical guidance and top tips on how to start and run a successful Green Ribbon Campaign in your business.</p> <p>Nikki McGowan and Jo Cole, UBS</p> | <p>Adapting This is Me for a small business</p> <p>This interactive session will provide ideas, practical guidance and top tips on how to adapt This is Me, as a small business.</p> <p>Ian Parkes, ELBA and Richard Martin, byrne.dean</p> | <p>How to keep momentum going</p> <p>Once you've started, how do you build on your activities? This interactive session will provide ideas, practical guidance and top tips on how to keep the momentum going with your This is Me campaign.</p> <p>Rebecca Eaton, National Highways and Joe Reid, Barclays</p> |
| | <p>How to get Senior Leadership buy-in</p> <p>Senior leadership buy-in can be crucial to a campaign's success. This interactive session will explore ideas, offer practical guidance and top tips and an opportunity for discussion around getting senior leadership buy-in.</p> <p>Phil Canale, BNY Mellon</p> | <p>A case study of a successful campaign</p> <p>What makes a campaign successful? An interactive session providing business case examples of how to create a successful This is Me campaign.</p> <p>Susanna Winter, Baker McKenzie</p> | <p>Networking and brainstorming session</p> <p>Drop in to this session for an opportunity to network with your peers, have your questions answered and share your own This is Me experiences with other businesses.</p> <p>Lina Tercijonaite, PwC, Stephanie Francis, Touchstone and Mentally Healthy Leeds and Rebecca Eaton, National Highways</p> |
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