



Preliminary Agenda (as of 2/12/2020)

Sunday, March 1, 2020

7:00-8:30pm **All Attendee Welcome Reception**

Monday, March 2, 2020

8:30-9:00am **Networking Breakfast**

9:00-10:45am **Plenary Session**

PCPC Spotlight: A conversation with PCPC President & CEO [Lezlee Westine](#) and PCPC Chair [George Calvert \(Amway\)](#)

Keynote Speakers:

[Richard Edelman](#)

CEO of Edelman, a global communications firm

The Edelman Trust Barometer

Richard Edelman has extensive experience in reputation management, having led assignments with major corporations, NGOs and family businesses in over 25 industries around the world. He has counseled countries in every region of the world on economic development programs. As the creator of the annual Edelman Trust Barometer, he is one of the foremost authorities on trust in business, government, media and NGOs. His firm was named “PR Agency of the Decade” by both *Advertising Age* and *The Holmes Report*.

[Michael Maslansky](#)

CEO of Maslansky & Partners, a communications consultancy

Michael Maslansky advises Fortune 500 corporations, industry associations, major litigation practices and non-profit organizations on language strategy and messaging issues. Join us as he shares insights from nearly two decades of research into how consumers think and feel, with a focus on our industry.

11:00am-Noon **Breakouts #1 and #2**

#1: Condé Nast panel: Meeting the Needs of Generation Z

#2: Transforming the Global Supply Chain

The product innovation cycle for beauty products is moving faster than ever, and increasingly expected to serve evolving consumer demands for sustainable ingredients and ethical sourcing, without compromising on performance. How can brands keep pace with seismic changes in technology, the market, and society? Today, advances in medicine and biotechnology are beginning to be applied to cosmetics and personal care products, signaling a coming era of beauty powered by biology. **Alex Lorestani**, co-founder and CEO of Geltor, the biodesign company, will talk about creating a selection of 100% animal- and GMO-free, globally scalable, and sustainably cultivated designer proteins. Alex studied medicine at Rutgers University, earned a Ph.D. in Molecular Biology from Princeton University, and holds a BS in Biology from Boston College.

2:00-3:00pm **Breakout #3**

Ken Cook, President and Co-founder of the Environmental Working Group, a prominent NGO involved in food and farm products as well as personal care and household products, will share insights on the importance of collaboration between industry and NGOs.

3:00-5:00pm **Board of Directors Meeting – (Board Members Only)**

6:00-7:00pm **All Attendee Social Hour**

7:00-9:30pm **Board of Directors Dinner – (By Invitation)**

Tuesday, March 3, 2020

8:30-9:00am **Networking Breakfast**

9:00-10:45am **Plenary Session**

Speaker:

Tom Szaky

Founder & CEO of TerraCycle, a company with a mission to eliminate the idea of waste

Understanding the Dynamics and Economics of Waste

TerraCycle, a global leader in the collection and repurposing of complex waste streams, operates in 21 countries, working with some of the world's largest brands, retailers and manufacturers to create national platforms to recycle products and packaging that currently go to landfill or incineration.

Through TerraCycle, Tom Szaky is creating circular solutions for hundreds of waste streams such as cigarette butts, dirty diapers and used chewing gum that otherwise have no path to be recycled. TerraCycle operates the largest supply chain for ocean plastic in the world, partnering with global companies to integrate this material into their packaging.

Leadership Perspectives Panel on Sustainability - Creating Value for Business and Society

Leading executives from global beauty and personal care companies will share their companies' commitment to sustainable growth, provide examples of how they address the business challenges and opportunities through their corporate sustainability/CSR programs and offer examples of how they create value for society through sustainability. Panelists include **Heather B. Wallace**, Regional Head Beauty Care Retail North America, Henkel; **Jerry Vittoria**, President of Fine Fragrance Worldwide, Firmenich; and **Gregory F. Polcer**, Executive Vice President, Global Supply Chain, The Estée Lauder Companies. Moderator: **Pamela Alabaster**, Chief Marketing and Communications Officer, Centric Brands, the leading apparel and accessories licensing company in North America.

Breakout #4

The Future of AI on Social Media: What Beauty Brands Need to Know

Imagine a world where you know how content will perform on channels like Instagram, email marketing, or in ads—before you even share it. This technology is no longer the stuff of dreams, it's currently being used by some of the top beauty brands in the world to enhance their content, leading to higher engagement and conversions across consumer touchpoints. Join **Marie La France**, Executive Director of Corporate Strategy at Dash Hudson to explore the implications of AI in social commerce, and how it enables brands to customize their visual marketing strategy to their unique audience.

11:45am-1:45pm Manufacturer and Supplier Partnership Luncheon Transparency in the Supply Chain - Labeling & Ingredient Declarations (Limited Seating, RSVP Required, Lunch served at 11:45 am)

It is clear that consumers are demanding more information on the products they buy. They want to know what the ingredients do; they want to know the sources of those ingredients; and they want increasing information on the safety of those ingredients. Most of all consumers are demanding to know exactly what is in the products they buy and legislators are responding by passing new and more comprehensive Right-to-Know regulations.

Whether it is ingredients, fragrances or trace substances, suppliers and brand owners will be facing new challenges. Brand owners and suppliers will need to share more information in greater detail; both may face demands to generate novel data to comply with new regulations and new processes and procedures will be needed to respect confidential business information.

Today's speakers will be invited to address transparency initiatives from their perspective along the supply chain. Speakers include **Amy Wyatt**, Vice President, R&D & Regulatory Affairs, Chanel; **Greg Adamson**, SVP, Global Regulatory Affairs & Product Safety, Givaudan; and **Mike Thompson**, SVP, Government Affairs, PCPC. Moderator: **Espe Troyano**, Beauty and P&G Ventures Director – Global Product Stewardship, Procter & Gamble.

2:00-3:00pm Breakout #5

Defining Your Brand's Purpose

Stakeholders today expect companies and the brands they love to take a stand on important social issues and have a reason for being beyond profits. This breakout session, led by **Carol Cone**, CEO, Carol Cone ON PURPOSE, and featuring **Kelly Vanasse**, Chief Communications Officer, P&G Beauty & Grooming, and **Andrea Flynn**, Vice President, Strategy, Governance and Citizenship for Global Corporate Citizenship and Sustainability, The Estée Lauder Companies, will share best-in-class purpose programs

that deliver business and societal value, research that demonstrates the importance of brand purpose and how companies and brands can define authentic purpose platforms.

Wednesday, March 4, 2020

On Wednesday, March 4, we will hold the International Association Collaboration Meeting and International Association Dinner. Both of these events are by invitation only.