

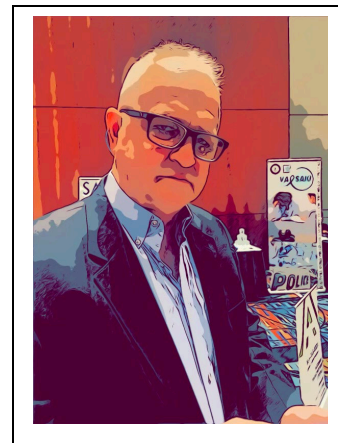
Friday, October 3 at 8:15 a.m.

Cultural Diversity: Unmasking Perspectives

Presenter: Keven Wilberding, Ambassador Service Group

Description: In today's increasingly diverse society, understanding cultural differences is not just beneficial, it's essential. This session explores the evolving landscape of cultural diversity in the United States, offering participants a deeper awareness of culture, stereotypes, generalizations, and implicit bias. Attendees will learn practical strategies for overcoming language and communication barriers, gain insights into generational and cultural shifts, and explore how nonverbal communication can influence perception and interaction. Designed to foster inclusive environments, this presentation emphasizes why embracing diversity is not only the right thing to do—it's also smart business.

Objective: Participants will develop a foundational understanding of cultural diversity by defining key concepts such as culture, stereotypes, and implicit bias; analyzing demographic and generational shifts; and applying effective communication strategies to overcome cultural and language barriers in professional settings. This session will enhance participants' ability to foster inclusive environments and navigate cross-cultural interactions with greater sensitivity and competence.



Keven Wilberding **Ambassador Service Group**

Keven Wilberding is currently the Vice President of Ambassador Service Group, a full-service provider of interpretation, translation, and non-emergency transportation based in Raleigh, North Carolina. As Vice President, Keven is responsible for business development and operational oversight of Ambassador's growing network of service providers. Keven's diverse background and experience allow him to communicate effectively with people from all walks of life. He has the ability to bridge the gap between individuals and cultures. He is just as at home talking to the person cleaning the building as he is talking with the one who owns the building. Keven sees the value of service and works diligently to ensure the team at Ambassador Service Group adds value while servicing their customers in an exceptional manner.

Keven is a gifted teacher and communicator who has spoken to groups from around the globe. He has traveled in various capacities throughout the world observing cultures firsthand. Keven has been an instructor at Living Word Ministry University. As the assistant to the Director of an English as Second Language program Keven has gained great insight into the challenges of cultural diversity and the vital role language plays in our lives.