

International **Women's Day**

agenda

#IWD2021

Instagram: @mediacomglobal

mediacom

1st March

10.00AM GMT: Why the media industry must #ChooseToChallenge

Michelle McKelvey, Agency Partner, Facebook and **Nancy Lengthorn**
Managing Partner, MediaCom UK & Head of Inclusion and Belonging, WPP UK

In our opening session we hear from both Facebook and MediaCom on why the industry must #ChooseToChallenge and the steps we can take to creating a more diverse, inclusive and equitable work culture for all.

3.00PM GMT: Creating a progressive agency culture that works for women

Erika Machamer, Global Account Director, MediaCom and **Claire Dean**, Global Strategy Director, MediaCom

Providing more and better opportunities for women is the way forward for achieving gender equality. In this session Erika and Clare will talk about the importance of providing women with bespoke leadership development and career growth opportunities on a global stage.

2nd March

10.00AM GMT: The Future (of tech) is female

Nadine Thomson, Global Technology Officer, MediaCom and **Di Mayze**, Global Head of Data and AI, WPP

Technology is one of our industries newest and fastest developing sectors. Women's' voices in technology are critical as technology is ingrained in every aspect of our businesses and our lives. Women make up 17% of the UK tech workforce and that percent has not shifted in a decade. Join Di Mayze and Nadine Thomson to hear how we will change the status quo.

3.00PM GMT: Coming soon....

Michelle Holmes, Managing Partner, MediaCom and **Jeanne DiMaira Descour**, Global Account Director, MediaCom

A conversation with Michelle and Jeanne...



3rd March

10.00AM GMT: How to challenge your boss

Sue Unerman, Chief Transformation Officer, MediaCom UK and **Nick Lawson** Global CEO, MediaCom

Sue and Nick have been challenging each other since 1991. In this session they will discuss how to positively challenge your boss, what works, what doesn't and how to create a culture where it is safe to express your opinions, to disagree and when to stop disagreeing and instead commit to the success of the vision.

3.00PM GMT: Driving equality and inclusion in the media supply chain

Frances Ralston-Good, Global Client President, MediaCom and **Taide Guajardo**, Brand Vice President Europe, Procter & Gamble

Adopting inclusion into your supply chain affects both the organisation, the workforce behind it and wider society for the better but is it easier said than done? Frances and Taide explore...

4th March

10.00AM GMT: The power of female role models

Misha Sher, VP, Sport & Entertainment, MediaCom and **Eni Aluko** Sporting Director, Aston Villa

When girls can readily see women rising, on their terms, it spurs their ambitions. So, how do we dial up the spotlight on more women - past and present? Eni and Misha discuss how women's stories act as inspiration.

3.00PM GMT: Why I'm a feminist

Fion Su, Partner Digital Performance, MediaCom and **Anush Prabhu** Chief Strategy Officer, MediaCom US

What does it mean to be a Feminist? Anush and Fion talk about the common ground they share and the individual experiences that have inspired their advocacy for the feminist movement. They discuss why feminism is important to all genders and why it's important to MediaCom.

