



**MEDIACOM**

EVENTS

# MediaCom celebrates Black History Month 2018

DIVERSITY INCLUSION PEOPLE FIRST

30 OCT 2018

October 2018 saw Black History Month in the UK, which MediaCom celebrated with an action-packed week of events.

Fun remained firmly on the agenda, with musical performances and activities on offer agency wide, whilst talks left attendees enthused on the importance of diversity and inclusion.

As our celebrations began, music could be heard floating around the building as a wonderful classical band serenaded employees into work. Walking through the atrium, we could also stop to take in the wall of fame, from which inspiring historical figures looked down.

Kicking off our talks for the week, Dominic Carter (Group Chief Commercial Officer of News UK) joined us to speak about discrimination in the industry and how he has tackled it throughout his journey to the top. The agenda also saw Ibrahim Kamara, co-founder of GUAP Magazine, present his take on youth in the creative industry and entertain the room with his natural charm.



*Ibrahim Kamara talking about the next generation in media.*

Other highlights saw David Elikwu discuss the role of perspective in business, Bilal Khan lead a conversation on microaggressions and Bola Awoniyi draw attention to the issues surrounding brand positioning. Topics ranged from mental health (in a touching panel led by Victoria Sanusi) to biases at work, and all took a different stance on our theme of inclusion. The sessions led to great debate and conversation, some of which were uncomfortable and challenging, but this is vital to creating change.

As the week went on, we were treated to yet more musical performances from The Gospel Collective Choir, and those who needed a pick-me-up needed look no further than our variety afternoon, featuring rap and poetry performances held in our bar. We certainly

welcomed a lot of talent through our doors!



*Bilal Khan talks on microaggressions*



*Bola Awoniyi speaking on brand positioning*

After a brief interlude in the form of a 'twerkshop' and the atrium being brought to life with market stalls, our week of celebrations drew to a close. We are thrilled by how the initiative has grown since 2017 and the great response the events have had from across the agency. Special thanks go to all those involved in organising such a fantastic week. See you all next

year!

Here's a short wrap up of the week! Enjoy!

DIVERSITY INCLUSION PEOPLE FIRST