

MediaCom celebrates International Women's Day, 2019

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15 MAR 2019

We celebrated with a week of events here in the London office

At MediaCom UK we recognise that the conversation on gender equality needs more than one day, so when International Women's Day was calendared last week (Friday 8th February), we decided to engage conversation about gender equality for not just one day but for five days!

As a company that champions an equal gender split of **54% female to 46% male**, we know that it is not just the conversations that are had, but the *'doing'* that breaks down barriers and we are working towards to make those changes and already seeing impressive results.

Running into its second successful year and hosting six sessions across five days in our

London offices, we welcomed over 350 MediaCommers and clients. Engagement was high and conversations flowed as we smashed misconceptions and shared the experiences that women still have in life and workplace.

If you missed any of the sessions, don't worry! You can find details on all of our sessions below.

The Glass Wall Network: "Where are the Men?"

Seating a panel consisting of speakers; [Josh Krichefski](#), CEO of MediaCom, [Kathryn Jacob OBE](#), CEO of Pearl and Dean, [Kerry Chilvers](#), Brands Director of Direct Line Group, [Chris Forrester](#), Chief Revenue Officer for The Telegraph and [Sue Unerman](#), CTO of MediaCom as Chairwoman, this session was an extension following the success of The Glass Wall (co-written by Sue Unerman and Kathryn Jacob). The session confronted the question; 'Where are all the men?' in conversations surrounding gender and equality and what companies are doing to champion women and create balance in the workplace.



Women at Work: An Agony Aunt session – In partnership with Grazia

Together with [Rebecca Holman](#), Digital Director of Grazia, [Sue Unerman](#) and [Kathryn Jacob OBE](#) brought their online Grazia columns to life through a live audience Q&A. With anonymous questions sent in before hand, our hosts discussed these in further detail and gave insight on how to tackle the challenges that women can face in the workplace.

In Conversation with Fearne Cotton – A Google Partnership

In collaboration with [Google](#), we welcomed former Radio 1 DJ and author of Happy, Calm

and Quiet; [Fearne Cotton](#) and [Hannah Beckerman](#) journalist for [The Observer](#) and author of *If Only I Could Tell You*. Exploring the conversations behind mental health and wellness in the workplace, Fearne brought a relaxed atmosphere to the session and shared her experiences through her mental health journey and how she found calm in herself.

“We’re delighted to have launched our Talks@ series with Fearne Cotton, as part of our new Google & MediaCom Partnership. We hope people found it inspiring – plus we look forward to bringing many more thought-provoking speakers and activities throughout the year.”

Matt Bush, Managing Director – Agencies, Google



Speed Mentoring

Back by popular demand, we hosted another very popular Speed Mentoring session. Our MediaCommers had a chance to sit down for 10 minutes with one of our [senior members](#) to discuss the individuals’ career goals and give them valuable tips on how to progress their skills further. MediaCommers walked away feeling inspired and uplifted after speaking to the likes of UK Managing Director; [Claudine Collins](#), Joint Managing Director, London; [Satin Reid](#), Chief Strategy Officer; Steve Gladdis, Managing Partner and Executive Creative Director; [Tom Curtis](#), managing Partner and Head of Real World Insight; [Pauline Robson](#), Managing Partner and head of TED; [Sonya Arthur](#), Managing Partner and Head

of New Business; [Andrew Davison](#), Managing Partner and Head of Diversity, Inclusion and Future Talent; [Nancy Lengthorn](#), Managing Partner and Head of Media Operations; [Graeme Canter](#), Managing Partner and Head of CID; [Geoff de Burca](#) and Managing Partner and Head of KR; [Rachel Peace](#).

UN Women presents: He for She

We partnered with [UN Women](#) for a unique opportunity to hear from some of the leading campaigners for women's equality, as well as some of MediaCom's most senior staff, speaking about their experiences of gender. Chaired by MediaCom's Chief Operating Officer; [Luke Bozeat](#) and panel members UN Women Executive Director; [Claire Barnett](#) and Chief Marketing officer; [Steve Edwards](#) with MediaCom Joint Managing Director of London [Satin Reid](#), they discussed topics including how gender roles were perceived, the influence of family, friends and the media in their perception of gender and restrictions that they have faced or witnessed in the workplace.

"It is wonderful for us when we meet a group of people who show such passion on this special day but who also champion the opportunities of gender equality throughout the year. As a business connecting people, MediaCom filled us with a real feeling of optimism that we're working with an agency that is passionate about the cause as well as the work they do with us."

Steve Edwards, Chief Marketing officer – UN Women

After receiving an amazing response of feedback from our clients and media owners, we are no doubt looking forward to celebrating International Womens Day again in 2020!

Missed this event and want to learn more on how you can get involved?

Contact Events@MediaCom.Com

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