

# The Glass Wall Network – November '18

# Glass Wall Network

INNOVATION | MARKETING | PEOPLE FIRST



16 NOV 2018

This week we hosted the second of this year's Glass Wall Network events: Build Your Personal Brand. Attended by 150 members of the MediaCom family and held by the fantastic Karen Blackett OBE - UK Country Manager of WPP – the interactive talk took attendees through the elements of a strong personal brand and guided them through exercises to decipher their own.

Offering a warm welcome, MediaCom's Chief Transformation Officer, Sue Unerman kicked off by introducing her book *The Glass Wall, Success Strategies for Women at Work – and Businesses that Mean Business*, the inspiration behind our series of events.



Karen then took to the floor, taking guests through her own personal brand and the moments in her life which have shaped it. The audience was treated to first-hand accounts of Karen's experiences with some of the biggest players in the industry, along with an intimate account of her own upbringing and family life. Having recently been appointed by the Prime Minister as race equality business champion, Karen's business persona has been key to her success.



Also being joined by personal development coach Mark Edwards, our guests were encouraged to put pen to paper and develop their own personal brand, mingling with the group to pull out what really makes them tick. There were even some brave souls who weren't afraid to share their conclusions with the room!

After a couple of Monday night drinks and a chance to meet other clients and members of the business, our guests headed home equipped to share their personal brands with colleagues and a mission to bring it to life day to day.

A big thank you to Karen, Sue, Mark and all involved in organising such a great event.

INNOVATION MARKETING PEOPLE FIRST