



Q4 2018

Talent  
Engagement  
& Inclusion  
Quarterly

*Viva la Difference!*

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## From the Desk of Publicis Groupe's Chief Diversity Officer

*Sandra Sims-Williams  
Chief Diversity Officer*

Dear Colleagues,

I hope you have found some time to rest and relax this holiday season in the company of friends and family.

As I look back on 2018, I would like to thank each and every one of you who has taken steps to help make Publicis Groupe and its agencies more engaging and inclusive of all talent. A special thanks goes to my team, members of Publicis Groupe's Talent Engagement & Inclusion (TE&I) Council, and the leaders and board members of our Business Resource Groups (BRGs), all of whom are responsible for bringing to life the programming and opportunities made available to you. I invite you to view our short "Year in Review" video, which highlights some of the 2018 initiatives supported by Publicis Groupe's TE&I Council. Visit <https://tinyurl.com/yb9bqfmt>.

Looking ahead to 2019, I know there is still much to accomplish, and I invite you to continue being a part of the journey. Consider this an open invitation to reach out to me with your ideas, join one or more of our BRGs, and participate in upcoming professional development opportunities. We have more than 4,000 members across our 53 BRG chapters who are always ready to welcome new members. Remember that with the exception of Publicis Connects, which is a closed and function-based BRG, all BRGs are open to each member of Publicis Groupe's community. You can opt into BRG distribution lists by visiting <https://tinyurl.com/ybq27hly>.

As a parting thought, keep in mind that the spirit of inclusion is a year-round proposition and one that will continue to be everyone's responsibility in the new year. Be a participant in the change you would like to see. Please be proactive about helping one another, showing kindness, and demonstrating openness to hearing the points of view of other people. Strike up a conversation and make new friends with people who are different from you. Think about the impact of your words, actions, and inactions on those around you. We all have the power to positively impact the space around us.

I wish you all a happy, healthy, and joyous New Year!

Warmly,

Sandra

## Upcoming Professional Development Opportunities & Events

Interested in participating in one of our upcoming professional development sessions? You are able to register directly for upcoming professional development programs that are coming to your city. See below for descriptions and registration links.

### **Efficacy: Driving Your Career for Women**—Atlanta, February 5

The Efficacy workshop will provide you with a process for incrementally developing relationship management skills so that others will want to invest their time and effort in your success. The workshop will also zero in on enhancing existing skills to help further accelerate your professional development. By the end of the workshop, you will have tools to better understand the people around you as a network that can support you in your career.

**REGISTER HERE:** [https://ew\\_2-5\\_atl.eventbrite.com](https://ew_2-5_atl.eventbrite.com)

### **Unconscious Bias**—New York, February 20

We are exposed to as many as 11 million pieces of information at any one time, but our brains can functionally deal with only about 40. Unconscious bias helps us all filter what gets our attention. Delivered by Cook Ross, the Unconscious Bias seminar provides a clearer understanding of unconscious behavior and its influence on individuals and organizational culture. This program supports participants in helping to recognize patterns or “norms” of behavior that can exert enormous influence over organizational and business decisions, choices, and behaviors related to recruiting, hiring decisions, job assignments, performance reviews, and advancement choices.

**REGISTER HERE:** [https://ub-2-20\\_nyc.eventbrite.com](https://ub-2-20_nyc.eventbrite.com)

### **Efficacy: Driving Your Career for Women**—New York, March 5

See description above.

**REGISTER HERE:** [https://ew\\_3-5\\_nyc.eventbrite.com](https://ew_3-5_nyc.eventbrite.com)

### **Unconscious Bias**—Dallas, March 6

See description above.

**REGISTER HERE:** [https://ub-3-6\\_dal.eventbrite.com](https://ub-3-6_dal.eventbrite.com)

### **Inclusive Leader**—New York City, March 14

Diversity by itself is not enough: Leadership in the 21<sup>st</sup> century demands that executives and their organizations move beyond diversity alone to capture the potential that comes from inclusion. If diversity is “the mix,” then inclusion is making the mix work by leveraging the wealth of knowledge, insights, and perspectives in an open, trusting, and diverse workplace. This workshop addresses what it takes to be a 21<sup>st</sup>-century leader in dynamic and complex environments. It also provides thought on what makes us Global Leaders, Innovation Leaders, Change Leaders, and Growth Leaders with a comprehensive five-step action plan for successful leadership.

**REGISTER HERE:** [https://il\\_3-14\\_nyc.eventbrite.com](https://il_3-14_nyc.eventbrite.com)

### **Efficacy: Driving Your Career for Women**—Los Angeles, March 19

See description above.

**REGISTER HERE:** [https://ew\\_3-19\\_la.eventbrite.com](https://ew_3-19_la.eventbrite.com)

# Upcoming Professional Development Opportunities & Events

**Efficacy: Driving Your Career for People of Color**—New York City, March 26

See description above.

**REGISTER HERE:** [https://epoc\\_3-26\\_nyc.eventbrite.com](https://epoc_3-26_nyc.eventbrite.com)

**Efficacy: Driving Your Career for Women**—Chicago, March 27

See description above.

**REGISTER HERE:** [https://ew\\_3-27\\_chi.eventbrite.com](https://ew_3-27_chi.eventbrite.com)

## **Upcoming Events**

Each year, agencies select nominees to attend and represent them at special events. Below is a list of upcoming events at which members of the Publicis Groupe network will be represented. We will report on these events in future issues of *Talent Engagement & Inclusion Quarterly*.

**Black Enterprise Women of Power Summit**—Las Vegas, February 28 - March 4

<https://www.blackenterprise.com/womenofpowersummit/>

**Mom 2.0**—Austin, April 24 - April 26

<https://mom2.com/mom2summit/>



*Ronnie Dickerson  
Digitas, Chicago*

### Publicis Media Multicultural Talent Pipeline

I had the distinct honor of being invited to attend the Women’s Forum and VivaWomen!’s Global Meeting this past November.

In Paris, women leaders from across the Publicis network convened, many of us meeting for the first time, but all with a singular intention: Guide the next wave of impactful programming for women at Publicis through VivaWomen!

Our first engagement was a VivaWomen! plenary workshop, a time for each of us to hear and share the impact the group has made across global markets over the last 12 months and also receive inspiration and tools for the way forward. We spent the day exchanging, learning and building. We were brought up to speed on the state of women across Publicis (based on metrics and percentage of women talent by level), and we also brainstormed specific initiatives to continue to support and amplify women.

The highlight of our day was the guidance and inspiration via a workshop led by **Françoise Waitrop**. Françoise is in charge of Innovation at ENA (École Nationale d’Administration) in the service of the office of the Prime Minister of France and co-founder of “Nudge France,” a French NGO focused on public innovation to help citizens change behaviors and to encourage new attitude.

She shared with us innovative ideas on how “nudge” techniques and theory (subtle and not so subtle provocative actions that help change a behavior) can help us in our work.

After her presentation, we dove deeply into a conversation that led to actionable next steps around nudge behavior and behavior change we could implement within our respective organizations, which will start to roll out in 2019. Finally, we discussed the impact of Artificial Intelligence and the potential for AI bias and our role as women leaders in mitigating bias as we build tools and products. The impending launch of Marcel was a topic we spent a great deal of time on. We discussed how VivaWomen! can implement best practices to ensure Marcel is optimized to address any aspects that could create or inspire conscious or unconscious bias against women and marginalized populations in our workspaces.

The balance of our week was spent at the Women’s Forum, held at Carrousel du Louvre. The Forum, sponsored and activated by Publicis, was host to over 2,500 delegates from 90 countries, who were present to hear and take part in conversations, experiences and plenary sessions—all with a mutual goal of sharing best practices, wins and opportunities for driving equity and enhancing the experience of women in our society and workspaces.

From celebrities to policymakers, astronauts, chief executives and even Royals, the Forum highlighted the experiences of women and those who champion the advancement from across the globe.

We all left Paris with a mutual understanding—though the challenges may show up differently country by country, market by market, we are all inherently fighting the same battles. Being in a space to see how others problem-solved against these challenges left each of the Publicis attendees with a renewed sense of focus, an enhanced toolkit and even sharper tools to bring back into the spaces we lead and occupy!

What’s next? Post Paris, all attendees have reconnected and will be doing so on a frequent basis under the leadership of Eve Magnant, head of Publicis Groupe’s Corporate Social Responsibility team. Each person has taken on specific tasks to activate the ideas that were shared both in our VivaWomen! Global Meeting and at the Women’s Forum. These ideas, turned into actions, will start to show up in our workspaces, with the support of the broader VivaWomen! leadership and membership body as we move into 2019.



*Representatives from across markets attend the VivaWomen! Global meeting in Paris.*

## News From Across Publicis Groupe



*Brian Vaught  
Publicis Media, New York*

Publicis Media's Multicultural Talent Pipeline is an initiative that provides multicultural students with an opportunity to learn through an immersive educational experience about what it's like to work in the fields of media, marketing, and advertising. This program, now in its ninth year, exposes students to programming that includes career advice from top industry executives (from across Publicis Media, its clients, and its partners) delivered in panels and keynote addresses, career skills training, hands-on innovation labs, workshops/breakout sessions, a career fair, and inspirational content sessions (featuring talents such as Publicis Media's U.S. CEO, Tim Jones; Solange Claudio, president of Zenith/Moxie/MRY; and Miss America, Nia Franklin). Members of our Groupe BRGs also contributed a vital part to the programming by sharing their own career experiences and the impact of their BRG membership on their journey at Publicis Groupe. The event's closing panel was moderated by Linda Clemons; Publicis Groupe's Chief Diversity Officer, Sandra Sims-Williams; and Publicis Media's President of the Cultural Quotient, Lisa Torres.

This year's event took place from October 11 to 12 at Publicis Media's Atlanta headquarters and brought in 117 students from 26 universities. In addition to Publicis Media agencies, other participants and sponsors of the event included Publicis Groupe and companies such as Verizon, Univision, Pandora Radio, the T Howard Foundation, and the Ad Club of New York. Of the participating attendees, 41 students interviewed with companies on-site, and 43 high-potential candidates were selected for entry-level programs across Publicis Media.

Below are testimonials from our university partners and students:

*I would love to thank Publicis Media for hosting the Multicultural Talent Pipeline. There is a need for more conferences and events like this for people of diverse backgrounds. This experience was unlike any other—I was able to gain insight into the world of marketing and communications, in addition to learning more about the media industry.*

*Michael Watkins Jr.  
Hampton University*

*I am writing to thank you once again for organizing the wonderful MCTP. I am always amazed by the wide reach and the depth of the event. I took away so much valuable information, and I'm really appreciative of the time and energy Publicis invests in it. Also, I forgot to thank you for selecting the video of Maleek, one of our students, as a promotional vehicle for the 2018 event. That was very encouraging to him!*

*I look forward to next year's MCTP!  
Shanshan Lou, Ph.D.  
Appalachian State University*



## News From Across Publicis Groupe



*Publicis Media CEO Tim Jones provides opening remarks.*



*Panel discussion hosted by Publicis Groupe's BRGs.*



*Fireside Chat with Sandra Sims-Williams and Lisa Torres.*





Joanna Lane  
Re:Sources, Washington, DC

### Publicis Groupe Sends Largest Holding Company Delegation to 3% Conference

The year 2018 marked the seventh installment of the 3% Conference, which is the main event for the 3% Movement. Developed to address the lack of female creative directors in the industry, the 3% Conference has evolved to address issues beyond its original scope. The 3% mantra is *Diversity = Creativity = Profitability*.

Over the years, many Publicis Groupe agencies have sponsored the event and supported talent to attend. At times, as many as 100 colleagues from across our network have been in attendance. This year proved a little different, however. For the first time, the conference was held in Chicago, at the Navy Pier. The interest, enthusiasm, and commitment from leaders across the organization produced the largest delegation the conference has ever seen: 254 women and men.

The conference featured general sessions that included powerful keynote addresses and panel discussions as well as four distinct tracks (Creative Director, Emerging Creative, Leadership, and Manbassadors), in addition to a new track, How-To. Over the course of two days, our group connected, engaged, and celebrated.

Here are some of the main takeaways from our colleagues who attended this year's conference:

*"My main takeaway was how much work still needs to be done for minorities to have more say in creative and advertising in general."*

*"We need diversity in order to make better decisions. If we all come from the same background, with the same ideas and approaches to problems, we will miss the viewpoints that could help drive our business and work."*

*"This kind of support, in a time when women's initiatives are happening fast and furious, sends the message that our agencies are really in the game. It was so great to see so many of our sisters (and brothers!) from all over the country and agencies of all sizes..."*

The 3% Movement is making headway in the Diversity and Inclusion space, but we are all aware that there is still work to be done. Although our group's strong representation is something to be proud of, we've come away from the conference with new and realistic perspectives on how to continue to support the essential work of organizations such as 3%, and what we all need to do to be players and agents of change, moving the needle for a more inclusive and equitable industry.

If you are interested in more information about 3%, please reach out to your TE&I Council member. Additionally, agencies may purchase 3% in a Box, a learning tool that includes resources and recordings from this year's event. Your Council member has those details as well.



Publicis Groupe's delegation  
to the 3% Conference.



*Alicia Case  
Publicis Health, New York  
Égalité National Colead*

We've all heard that many people boomerang their way back to Groupe. And this year, Égalité benefited from that phenomenon. When we said goodbye to one of our global cochairs, Donnie Young, his vacancy was filled by an early Égalité trailblazer, Scott Bartosiewicz! In his first stint with Égalité, Scott led the Chicago chapter and was instrumental in laying the foundation for one of our largest chapters. And after a short hiatus, he returned as a board member in Chicago, and then joined me as Global Cochair in October. He even has said that Égalité is one of the many reasons why he wanted to return to Groupe, and we couldn't be happier we brought back this strong talent and leader to our organization and BRG.

Égalité wraps up the year with some banner programming in Q4. The Atlanta chapter came out in force during Atlanta Pride. The group generated its own pride and roared its way through the parade. The New York chapter partnered with MOCA for a fireside chat with Darnell Moore in which Kipp Jarecke-Cheng and Moore discussed Moore's book, *No Ashes in the Fire*, and what it means to live at the intersection of being black and queer. Thank you to our MOCA partners for helping us host this well-attended event.

Our group worked across chapters and with sister BRGs, including Sapient PRIDE, to honor Transgender Day of Remembrance with social posts, daily emails, and actionable challenges we all can take to help remember trans lives lost to antitrans violence and aggression. To start 2019 strong, our Austin chapter kicked off a membership drive with a recruitment breakfast, highlighting both what Égalité does and opportunities to get involved. (Awesome rainbow swag was distributed, of course!)

Égalité Philadelphia hosted its annual office touch football event, "Turkey Bowl," featuring a food swap benefitting local nonprofit Bebashi, and then engaged its members the following week in a discussion on gender, sexual orientation, and sex in its "Genderbread" event.

We're already hard at work on some big efforts and events for 2019, and we are looking forward to growing our network with new chapters, new partnerships, and increased engagement in the year ahead!

### **For more information:**

Email us: [egalite-us@publicisna.com](mailto:egalite-us@publicisna.com)

Visit our website: [www.pgegalite.com](http://www.pgegalite.com)

Visit our Facebook group: [Égalité — Publicis Groupe](#)

Hashtag: [#PGÉgalité](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>

# Business Resource Group (BRG) Updates



Welcome Scott Bartosiewicz as our new Global Colead!



Sapient PRIDE and Égalité come together for Transgender Day of Remembrance.



Égalité Atlanta takes to the street for the annual Atlanta Pride Parade.



MOCA and Égalité host a fireside chat about Darnell Moore's book, No Ashes In the Fire.



Égalité Austin hosts a member drive to boost Égalitarian participation going into 2019.

# GENNEXT



*Alexa Ciccarelli  
Saatchi & Saatchi Wellness,  
New York  
GenNEXT Founder and National  
Colead*

The year 2018 was one of expansion for Gen**NEXT**, as we successfully launched two more chapters in the U.S. Gen**NEXT** now has a presence in Chicago, New York, and Philadelphia. The dedication and enthusiasm of our city metro leads has fostered the continued growth of the Gen**NEXT** community, and we are excited to continue connecting our young professionals across the network!

Gen**NEXT** Chicago launched this past December at Joy District Chicago, where drinks, merriment, and networking were enjoyed; new members from all four solution hubs were in attendance. We are excited to announce that Colin Redwood and Amanda Harbrecht of Sapient Razorfish are the city's metro leads and will be leading the charge in 2019 as we continue to grow in the Windy City!

Gen**NEXT** Philadelphia also continued to grow its chapter, which has hosted various events since its launch in July, including a Benefits & Wellness Fair. Partnering with various Publicis Health Human Resource teams, the Philadelphia chapter ran a full day of workshops tailored to young professionals in the early part of their career. Sessions such as "Finance Your Future," "Thinking Ahead with Fidelity," and "Benefits Refresher" presented strategies for financial planning and reviewed Publicis Groupe's benefit options.



*Margaret Dryden  
Publicis Health, New York  
& Philadelphia  
GenNEXT Founder  
and National Colead*

In the spirit of giving, our New York chapter closed out the year by collaborating with a local food bank for a holiday party. Gen**NEXT**ers from across all four solution hubs showed up in support, donated canned foods to the Food Bank for NYC, and celebrated the end of a successful 2018!

We're couldn't be happier about the progress Gen**NEXT** had made, and we are excited for 2019 programming!

### For more information:

E-mail us: [GenNEXT-us@publicisna.com](mailto:GenNEXT-us@publicisna.com)  
Visit our Facebook group: [GenNEXT — Publicis Groupe](#)  
Hashtag: [#PGGenNEXT](#)  
Join our distribution list: <https://tinyurl.com/y8ycc2um>

## Business Resource Group (BRG) Updates



*Our GenNEXT Chicago metro leads celebrating their Holiday Kickoff in December!*

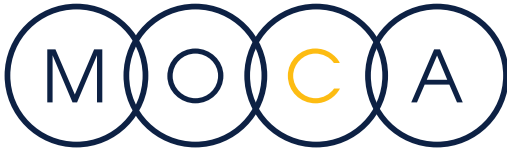


*Our Chicago GenNEXTers enjoying some festive cocktails at the Holiday Kickoff.*



*The GenNEXT Philadelphia Chapter members during one of their Benefits & Wellness sessions in November.*

# Business Resource Group (BRG) Updates



MEN OF COLOR ALLIANCE



Charles Hall  
MOCA Yardley

Our newly formed MOCA Yardley chapter officially took its first steps into the Publicis history books as we successfully launched with our introduction at the September Publicis Town Hall Meeting in Yardley. Here, we stated our mission and purpose and generated interest with over 30 members and allies enrolling! We then unleashed our first ROAR event, The Hispanic Heritage Month Dessert Meet & Greet in October. Over 30 MOCA members, allies and interested guests enjoyed Hispanic desserts, learned about Hispanic culture and helped to shape our agenda moving forward! We are excited and are looking forward to generating even greater interest, impact and success as we unveil some exciting career-building and community-based initiatives in 2019!



MOCA launches and signs up new members during the September Publicis Health Town Hall Meeting in Yardley.



MOCA Yardley celebrates Hispanic Heritage month with a dessert social kick-off meeting in October.



## For more information:

E-mail us: [moca-us@publicisna.com](mailto:moca-us@publicisna.com)

Visit our Facebook group: *MOCA – Publicis Groupe*

Hashtag: #PGMOCA

Join our distribution list: <https://tinyurl.com/y8ycc2um>

# Business Resource Group (BRG) Updates



*Erica Goldberg  
Publicis Health, New York  
Publicis Connects National Colead*

Publicis Connects serves to bring our talent team professionals together to create a sense of community through increased sharing within the network. To celebrate a dynamic year and identify the key players in the Chicago market, the Chicago chapter of Publicis Connects hosted its first annual Fall Talent Social. This event was a tremendous success, drawing more than 40 human resources, staffing, and recruiting individuals together. All four Publicis solution hubs were represented at the event and participated in a fun night of mixing and mingling. The event illustrated the commitment our Chicago talent teams have to Publicis Groupe's Power of One positioning.

Publicis Connects also participated in the Publicis Media PowerUP! event in Chicago on November 15. Matti Shicker, National Colead, participated in a BRG panel, and several volunteers helped run the Publicis Connects table at the BRG Fair, passing out our newly branded swag and increasing the visibility of the BRG.



*Matti Shicker  
Publicis Media, Chicago  
Publicis Connects National Colead*



*Kathleen Henry (left,  
Publicis.Sapient) and  
Laurie David (right,  
Publicis Media) at the  
Fall Social in Chicago.*



*Delicious custom-made  
cookies at the Fall Social!*



*Members of the Publicis  
Groupe talent community  
enjoying the Fall Social.*



*Victoria McLeod (Starcom) and  
Brian Mason (Spark Foundry)  
volunteering at the Publicis  
Connects table at the BRG Fair.*

## For more information:

E-mail us: [publicisconnects-ny@publicisna.com](mailto:publicisconnects-ny@publicisna.com)

Visit our Facebook group: : [Publicis Connects—Publicis Groupe-](#)

Hashtag: [#PGPublicisConnects](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>

# PUBVETS



*Curtis Wagner  
Starcom, Chicago  
PubVets Founder and National Lead*

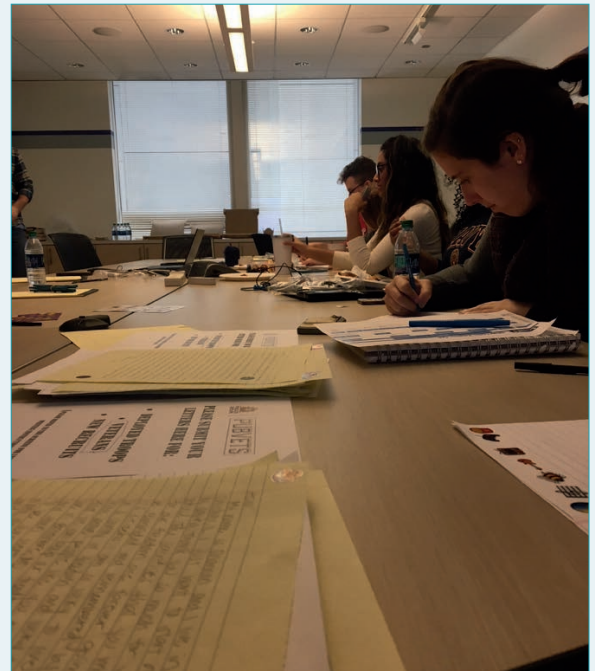
Q4 2018 was the most active quarter in PubVets' history to date. In the beginning of Q4, PubVets placed specific emphasis on showing Publicis Groupe's support for the military community by hosting a "Veterans Letter Writing Party," in which we handwrote 51 letters of gratitude to deployed military members, military veterans, and new recruits. We expressed our appreciation for their service and sacrifices, and it's my belief that these letters of gratitude made a significant, positive impact in the daily lives of those that serve and have served.

We also hosted our second annual Veterans Day event on November 8. I'd like to express my appreciation for the incredible amount of support and interest we received for this event. We held a panel discussion in which four military veterans from across Publicis Groupe told the story of their transition from the military to the advertising and media industry, and explained how skills gained from the military have translated effectively. We had about 35 team members from across Publicis Groupe attend, making it our largest internal event to date.

We collaborated with Égalité to show our support for the transgender community on Transgender Military Appreciation Day. Held at Chicago's Center on Halstead, this event honored and demonstrated support for our transgender military personnel, transgender veterans, and their families. Speakers related their experiences with being transgender in the military. I was in active duty when "Don't Ask, Don't Tell" was repealed, so hearing personal stories of those directly impacted by the repeal was incredibly informative and valuable.

Lastly, PubVets participated in a panel discussion at Robert Morris University, in Chicago, to share our military experiences with high school students currently enrolled in the Junior Reserve Officer's Training Corps. Our objective was to provide students with assistance in making the critical life decision about whether or not to join the military.

The coming year holds even more for PubVets. We'll be expanding into new markets and growing our current presence nationwide. We hope to establish a veteran internship program as well, enabling us to directly hire qualified veterans for Publicis Groupe.



*Veterans Letter Writing Party.*

### **For more information:**

E-mail us: [pubvets-us@publicisna.com](mailto:pubvets-us@publicisna.com)

Visit our Facebook group: [PubVets—Publicis Group](#)

Hashtag: [#PGPubVets](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>

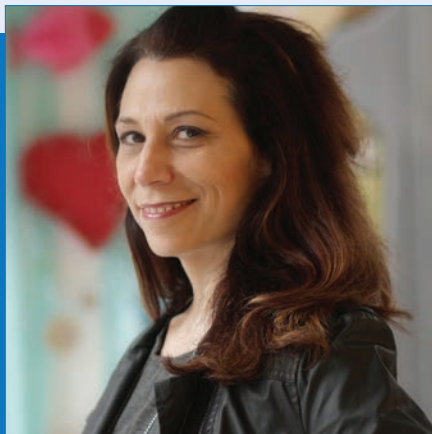




## Business Resource Group (BRG) Updates



*Sandra Sims-Williams  
Publicis Groupe Re:Sources, Boston  
VivaWomen! National Colead*



*Michelle Kinsman  
Digitas Health, Philadelphia  
and New York  
VivaWomen! National Colead*

### GREETINGS!

VivaWomen! had a very good 2018! We hope the below highlights will inspire you to become involved in VivaWomen! and its activities in 2019. VivaWomen! provides support in a number of areas: mentoring and professional development, education about differences and today’s hot issues, and even self-defense instruction and mindfulness workshops. These gatherings are more than knowledge-building opportunities—they bring women together to support one another and include male allies. Why not consider being a part of the VivaWomen! business resource group in your region? Reach out to Sandra Sims-Williams and/or Michelle Kinsman for more information.

\* \* \*



*Renetta McCann,  
Chief Inclusion  
Experience Officer,  
and Melissa Trepinski,  
VivaWomen! Austin  
Lead, discussing what  
makes a woman  
successful in the  
workplace.*



*VivaWomen!  
and MOCA Atlanta  
host a screening of  
Black Panther.*

### For more information:

E-mail us : [vivawomen-us@publicisna.com](mailto:vivawomen-us@publicisna.com)

Visit our Facebook group : [VivaWomen! Global—Publicis Group](#)

Hashtag: [#PGVivaWomen](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>

## Business Resource Group (BRG) Updates



*Networking Bingo challenge winners display their prizes at the VivaWomen! Chicago November Mixer.*



*In a joint effort of Conill, Publicis Sapien, and Saatchi & Saatchi Los Angeles, our panel of industry experts shared their knowledge of the effect media representations have on society, focusing specifically on how women and girls believe they should act and how they view themselves.*



*Engaged mentors and mentees connect at the annual Speed Mentorship event in New York City.*



*Fireside Chat in Philadelphia with Digitas Health's Michelle Kinsman, the author of Real-World Feminist Handbook: Practical Advice on How to Find, Win & Kick Ass at Your First Job.*



*VivaWomen! San Francisco shows its support for survivors with a Time's Up walkout.*



*A self-defense workshop cohosted by VivaWomen! and Égalité Seattle on June 14 included hands-on coaching from Jae Hun Kim Taekwon-do instructors.*



VIVAMAMA

## Business Resource Group (BRG) Updates



*Sarah Parsa Nguyen  
Saatchi & Saatchi, Los Angeles  
National Lead*

As life speeds up in Q4, we try to encourage one another to slow down, stay focused, and, most of all, be present and connect with those who are most important. Even so, our VivaMama communities across the nation continued to make an incredible impact. Below are a few highlights!

- Team One (Los Angeles) hosted a Back-to-School drive in which parents posted back-to-school photos with strategic hashtags, earning the chance to win a prize. They also raised \$100 in the process.
- At Saatchi & Saatchi, Irene Ortiz Glass led an honest and practical workshop, “Living your Life of Choice.” Fifty employees representing various Publicis agencies in Los Angeles gathered at Saatchi & Saatchi to learn practical skills for reconnecting with our personal truth and values.
- Our Boston chapter continued its efforts to improve the new parent experience, which include securing two hospital-grade pumps for its mother’s room.

- Several chapters gathered with Champagne and snacks to celebrate their blessings before the holiday madness.

On a personal note, October held a series of firsts for me: it was my first time in Chicago, my first time at the 3% Conference, and my first time meeting a wonderful group of allies and partners who will help us take VivaMama to the next level. It takes a village! Here are some of my favorite concepts from the 3% Conference:

- Time is currency—you can’t get it back.
- Structure your life around your priorities and your values. Live a life that’s aligned with your truth.
- One of the panelists advised parents to study Cesar Milan for best practices on parenting. He may be a dog trainer, but his tips work wonders on toddlers...😊
- Don’t be invisible. The world is waiting for you to tell your story, to hear your voice.
- Be a “Yeah, Maybe” person. It changes your mind-set and fosters positivity/possibility.

As we close out the year, I want to honor the agencies named to *Working Mother’s* 2018 100 Best Companies for Mothers as well as those named to *Working Mother’s* 2018 100 Best Companies for Fathers. You are an inspiration, and we will all aspire to do the same.

I’d also like to recognize Leo Burnett and its incredible Mother’s Lounge. It is not only stylish but also thoughtful, innovative, and ahead of the curve, as it includes *several* separate pumping rooms with outlets, among other necessities. I am 100 percent confident that each of us can take our mother’s room to the next level, one step at a time. Reach out if you have questions or want to help inspire change at your agency.

### **For more information:**

Email us: [vivamama-us@publicisna.com](mailto:vivamama-us@publicisna.com)

Visit our Facebook group: [VivaMama — Publicis Groupe](#)

Hashtag: [#PGVivaMama](#)

Join our distribution list: <https://tinyurl.com/y8ycc2um>

## Business Resource Group (BRG) Updates



*Our New York chapter hosted an engaging event in which panelists spoke candidly about what it's like to be a mother in advertising before a crowd of parents and nonparents. We'll be gathering some great tips to share on our Facebook group.*



*For Halloween, the Publicis Sapient San Luis Obispo team hosted a spooky green-screen photo booth for trick-or-treaters of all ages. It also held an adventure at a pumpkin patch with their little ones.*



*Team One (Los Angeles) overwhelmed (in a positive way!) a local elementary school teacher and her students with generosity, donating more than \$500 worth of supplies and fulfilling her entire wish list (and then some!). The kids were so excited that it was hard to get them back in their seats!*





## Business Resource Group (BRG) Updates



*Arnetta Whiteside  
Zenith New York  
VivaWomen! of Color National  
Colead*

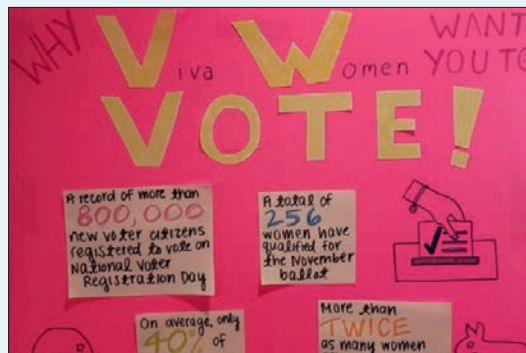
### VivaWomen! of Color

Through the P.S. Arlington Corporate Social Responsibility Team, VivaWomen! of Color's D.C. chapter donated five Thanksgiving meals to local families who otherwise might have gone without. The donation was made to the organization So Others May Eat (SOME). SOME is an interfaith, community-based service organization that exists to help and support residents of our nation's capital who are experiencing homelessness and poverty.



*Sonja Stanley  
Moxie Atlanta  
VivaWomen! of Color National  
Colead*

In San Francisco, our VivaWomen! and VivaWomen! of Color chapters collaborated to host two events this quarter. During the two-day 2018 Election Prep event, members used laptops to check attendees' voter status and to help them register. They also created ballot cheat sheets, explaining California propositions with accompanying "pros" and "cons," and poster boards that listed all of the facts about voting. To add to the fun, anyone who registered received a fun caricature drawing of themselves by one of our senior art directors.



San Francisco also collaborated to host a Breast Cancer Awareness breakfast fundraiser benefitting HERS Breast Cancer Foundation. HERS Breast Cancer Foundation strives every day to bring Hope, Empowerment, Renewal, and Support to all patients, including those underrepresented and underserved in the San Francisco Bay Area. One of the HERS directors came in, presented the foundation to the San Francisco office, and showed sample products given to people who receive care from their facility. The fundraiser generated 51 donations, raising more than \$900 to support the foundation.



## Business Resource Group (BRG) Updates

Finally, in Atlanta, VivaWomen! of Color hosted a panel discussion entitled “Raising Our Voice: Overcoming Cultural Bias in the Workplace.” Focusing on the issues that women of color and marginalized individuals are still facing in the workplace, it included panelists from our Atlanta agencies as well as our client partners from Mercedes-Benz and SunTrust. It was a great opportunity to further the dialogue between women and men on these very important topics.



Atlanta also hosted a members-only luncheon to toast the 2018 achievements of the group and begin looking forward to 2019. The luncheon attendees collaborated to make a VivaWomen! of Color Atlanta 2019 Vision Board! It was an amazing opportunity to understand the issues members in the Atlanta market would like to focus on in 2019. Unwrapped gifts were collected to be donated to the local charity LiftUpAtlanta.



Happy Holidays and Happy New Year!  
Sonja and Arnetta

### For more information:

Email us: [vivawomenofcolor-us@publicisna.com](mailto:vivawomenofcolor-us@publicisna.com)

Visit our Facebook group: *VivaWomen of Color—Publicis Groupe*

Hashtag: #PGVivaWOC

Follow us on Twitter: @PGVivaWOC

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## <Viva:Tech>



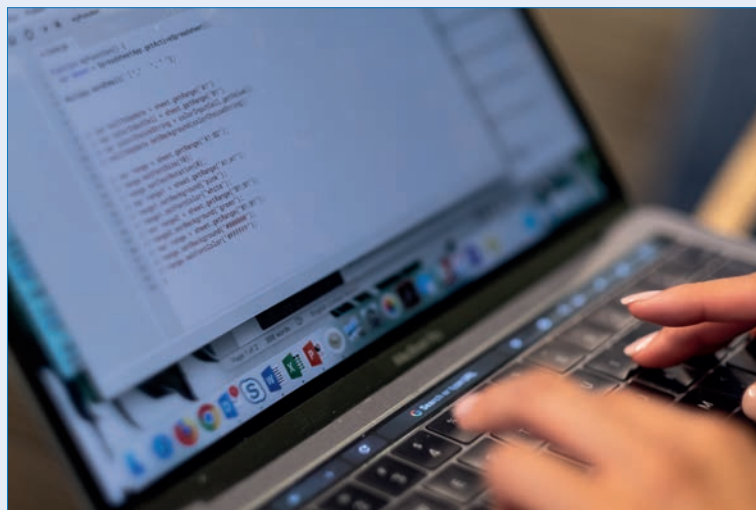
*Kelly Kokonas  
Starcom, Chicago  
VivaTech National Colead*

VivaTech Los Angeles closed out the year with a fan favorite: a coding workshop. Building on last year's successful workshops in August and October, VivaTech Los Angeles held a two-day workshop (from November 6 to 7) entitled "Introduction to Google App Scripting." The structure of the workshop was different from last year's, as the Day 1 sessions laid the foundation for Day 2's.

We had the great fortune to once again have the workshop led by Liz Krane, director of Women Who Code LA and chapter leader of Girl Develop It Los Angeles. With her inviting and relaxed teaching style, Ms. Krane walked attendees through the evolution of JavaScript and how to create/edit Google App Scripts, ultimately giving attendees the opportunity to experience firsthand how to code and the thrill of saying, "I coded that!" We had a strong turnout, with 20 attendees on both days; even more exciting was our ability to have two of our attendees connect remotely from the Team One offices in Dallas and New York (long nights for those two!!). I want to give a special shout-out to Lauren McNamara of VivaWomen! for collaborating with VivaTech for such a successful event.



*Stacey McKeever  
Team One  
VivaTech National Colead*



*Attendee screen during the "Introduction to Google App Scripting" workshop.  
Photo credit: Michael Martens.*

*Liz Krane, right, director of Women Who Code LA and chapter leader of Girl Develop It Los Angeles, watching Miguel de La Lama (Conill) run his script updates as Yovana Mindel (Conill) looks on.  
Photo credit: Michael Martens.*



## Business Resource Group (BRG) Updates

VivaTech Atlanta

By Amy Kuznicki

In the VivaTech Atlanta kickoff meeting, working with Girls Who Code and partnering with other BRGs were high on the list—the Atlanta team accomplished both. In conjunction with VivaWomen! of Color, VivaTech organized a visit to a local Girls Who Code meeting, in which we were given the opportunity to present “Data and Technology in Advertising.” Our goal was to expand the girls’ perspectives on the opportunities available in technology beyond app and website creation and to inspire their interest in pursuing a career in advertising. Based on the response, we did just that. The girls interacted and asked a lot of questions (in fact, we didn’t get through the entire presentation), and several stayed after to talk and gain more insights. The girls were thrilled with their VivaTech goodie bags, and we’ll be talking to the local coordinator about opportunities to work together in 2019.



*VivaTech Atlanta and VivaWomen! of Color presenters Amy Kuznicki, Crystal Wallace, Elena Roca, James Jones, and Elsa Guereña, along with local Girls Who Code participants.*

### For more information:

E-mail us: [vivatech-us@publicisna.com](mailto:vivatech-us@publicisna.com)

Visit our Facebook group: [VivaTech—Publicis Groupe](#)

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## Meet The Full Talent Engagement & Inclusion Council

Publicis Groupe's TE&I Council is composed of senior agency leaders who meet on a quarterly basis to discuss topics related to talent, share best practices, review case studies, and learn from one another as well as from external consultants. Are you curious to see who represents you and your agency's interests on the council? Or do you have an idea you would like to share or a question you would like answered? Please feel free to reach out to your agency's representative(s):

BBH: [Krystal Alegbeleye](#)

BBH: [Laura Stroup](#)

Digitas: [Erica Casey](#)

Digitas: [Erin Quill-Keough](#)

Digitas: [Ronnie Dickerson Stewart](#)

Fallon: [Julie McBride](#)

Fallon: [Karen Rogers](#)

MSL: [Daphne Hoytt](#)

Performics: [Cassandra Yates](#)

Performics: [Chris Keating](#)

Prodigious: [Tim Newby](#)

Publicis Communications: [Billie Smith](#)

Publicis Communications: [Cait Drury](#)

Publicis Communications: [Natalia Schultz](#)

Publicis Groupe: [Anne-Gabrielle Heilbronner](#)

Publicis Groupe: [Eve Magnant](#)

Publicis Groupe: [Jessie Castellucci](#)

Publicis Groupe: [John Spitzig](#)

Publicis Groupe: [Renetta McCann](#)

Publicis Health: [Alicia Case](#)

Publicis Health: [Laurie Mellon](#)

Publicis Health: [Shannon Boyle](#)

Publicis Media: [Barbara Jobs](#)

Publicis Media: [Brian Berg](#)

Publicis Media: [Brian Vaught](#)

Publicis.Sapient: [Maree Prendergast](#)

Publicis Worldwide: [Akash Sen](#)

Re:Sources: [Jeff Crump](#)

Re:Sources: [Michele Olton](#)

Saatchi & Saatchi: [Akash Sen](#)

Saatchi & Saatchi X: [Angelique O'Bryan](#)

Saatchi & Saatchi X: [Miah Scogin](#)

SapientRazorfish: [Farnaz Haghseta](#)

Spark Foundry: [Marie Myszkowski](#)

Starcom: [Alison Moriarty](#)

Publicis Groupe also has a core Talent Engagement & Inclusion Team, which is responsible for the strategy, planning, and execution of the many programs available to all talent and for the publication of this quarterly. Feel free to reach out to us with any questions, comments, or ideas you may have:

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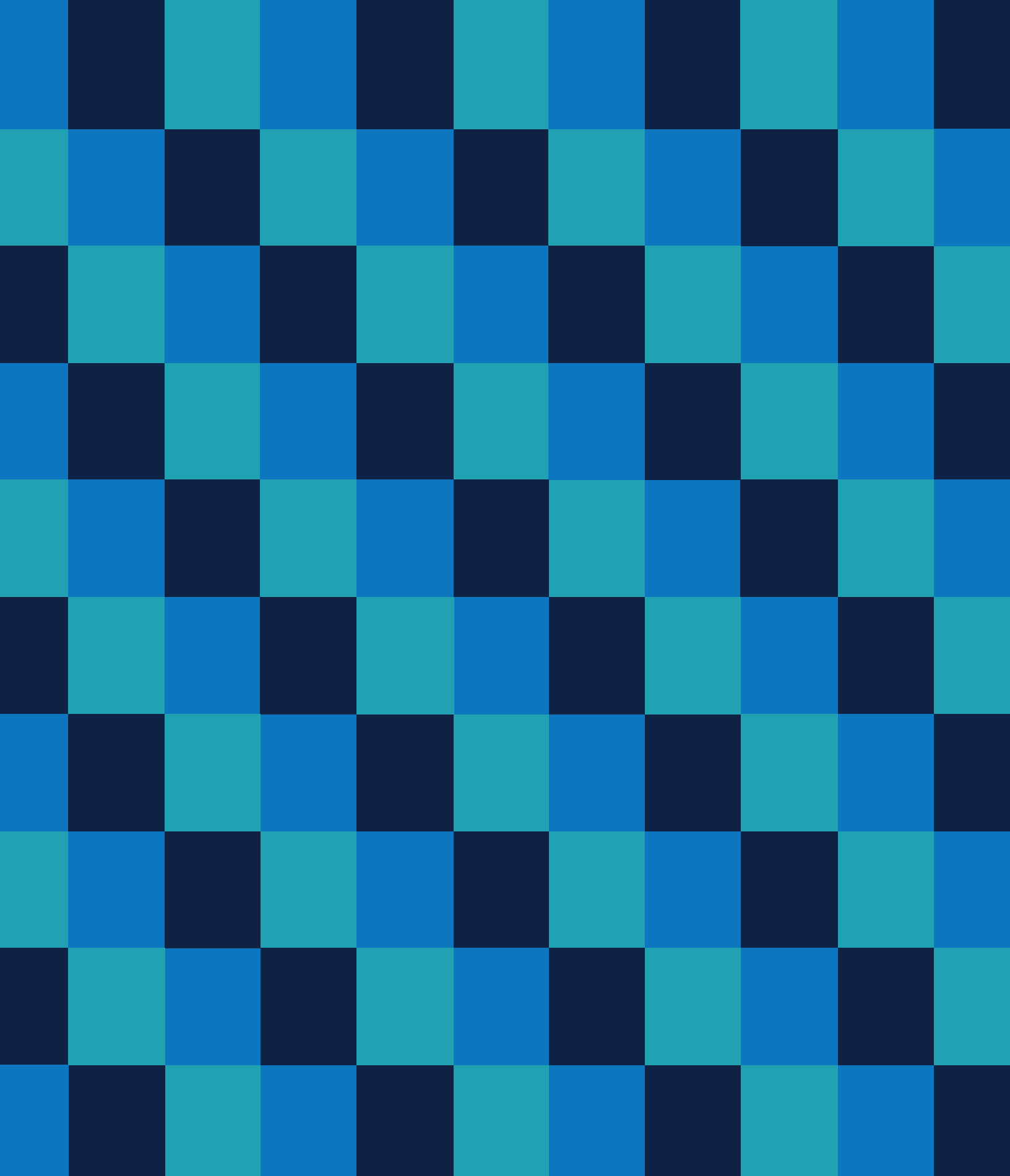
[aisha.losche@lionresources.com](mailto:aisha.losche@lionresources.com)

To stay up to date with our news on a more real-time basis, join our Facebook [group](#).









*Viva la Difference!*