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**Sunita Rajan**, Senior Vice-President, Advertising Sales, **CNN**, Singapore  
**Nick Waters**, CEO Asia-Pacific, **DentsuAegis**, Singapore

**Confirmed Speakers:**

**Lynn Branigan**, President and CEO, **She Runs It**, USA  
**S  verine Charbon**, Global Chief Talent Officer, **Publicis Media**, United Kingdom  
**Lynette Chua**, Account Director, **JWT**, Singapore  
**Bob Grove**, CEO North Asia, **Edelman**, Hong Kong  
**Julia Heffring**, Global Network Communications Manager, **iProspect Dentsu Aegis Network**, Singapore  
**Lucy Hockings**, News Presenter & Anchor, **BBC News**, United Kingdom  
**Kathryn Jacob** OBE, CEO, **Pearl & Dean**, & Co-Author of *The Glass Wall*, United Kingdom  
**Joanne Lao**, CEO, Greater China, **TBWA**, China  
**Michael Kassin**, Chairman & CEO, **MediaLink**, USA  
**Aarie Li**, Planner, **Mediacom**, Hong Kong  
**Jean Lin**, Global CEO, **Isobar**, China  
**Jane Lin-Baden**, CEO Asia-Pacific, **Isobar**, China  
**Kristie Lu Stout**, Anchor & Correspondent, **CNN International**, Hong Kong  
**Yvonne Man**, Anchor, **Bloomberg Television**, Hong Kong  
**Mainardo de Nardis**, CEO, **OMD Worldwide**, USA  
**Sitha Nuon**, Media Director, **Havas Riverorchid**, Cambodia  
**Masako Okamura**, Executive Creative Director, **Dentsu Vietnam**, Vietnam  
**Lindsay Pattison**, CEO, **Maxus Worldwide**, United Kingdom  
**Anne Rayner**, Global Head of Communications Research, **Kantar TNS**, Australia  
**Angela Ryan**, Chief Human Resources & Talent Officer, **GroupM Asia Pacific**, Singapore  
**Atifa Silk**, Brand Director, **Campaign Asia-Pacific**, Hong Kong  
**Jasmin Sohrabji**, CEO, **Omnicom Media Group SEA and India**, India



**Ruth Stubbs**, Global President, **iProspect Dentsu Aegis Network**, Singapore

**Bertilla Teo**, CEO, Greater China, **Publicis Media**, China

**Leigh Terry**, APAC CEO, **IPG Mediabrands**, Australia

**Su-Mei Thompson**, CEO, **The Women's Foundation**, Hong Kong

**Juliet Timms**, Global CEO, **Grace Blue**, United Kingdom

**Seraphina Wong**, Executive Director, Global Advertising, Head of Asia Pacific, Communications and Branding

**UBS AG**, Hong Kong

**Shelley Zalis**, CEO & Founder, **The Female Quotient**, USA

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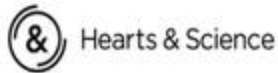
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## 08:00 – Registration and pre-conference networking

### 09:00 – Campaign Asia’s opening remarks & Diversity Survey 2017

Campaign Asia-Pacific welcomes you to the inaugural Campaign360; an event to ignite change. The results of our APAC wide research into the current state of play in the industry showing how women are really faring will also be revealed.

**Atifa Silk**, Brand Director, **Campaign Asia-Pacific**, Hong Kong

**Anne Rayner**, Global Head of Communications Research, **Kantar TNS**, Australia

### 09:15 - Men, women, and The Glass Wall

With talent as the key element in our world, how do we encourage women to fulfil their potential? What are the barriers that hold them back and how can businesses help them thrive. The co-author of *The Glass Wall*, which examined all these issues, using real-life examples will share some of the insights she gained.

**Kathryn Jacob** OBE, CEO, **Pearl & Dean**, & Co-Author of *The Glass Wall*, United Kingdom

### 10:00– Retaining top female talent

Despite initiatives by companies to increase female talent in the workforce, retention is still a huge obstacle facing the industry. What more can companies do to stem the flow? How can companies balance demands on productivity with developing a culture of easy return?

Moderator:

**Lucy Hockings**, News Presenter & Anchor, **BBC News**, United Kingdom

Speakers:

**Séverine Charbon**, Global Chief Talent Officer, **Publicis Media**, United Kingdom

**Leigh Terry**, APAC CEO, **IPG Mediabrands**, Australia

**Juliet Timms**, Global CEO, **Grace Blue**, United Kingdom

**Seraphina Wong**, Executive Director, Global Advertising, Head of Asia Pacific, Communications and Branding **UBS AG**, Hong Kong

### 10:45 – Coffee and morning refreshments

### 11:15 - Shattering the glass ceiling

These women have broken the glass ceiling and are acting as inspiration for the next generation of female leaders. As an industry, can we create more role models? The panel will discuss the insights of their journey and how they are inspiring the next generation of female leaders.

Moderator:

**Kristie Lu Stout**, Anchor & Correspondent, **CNN International**, Hong Kong

Speakers:

**Joanne Lao**, CEO, Greater China, **TBWA**, China

**Sitha Nuon**, Media Director, **Havas Riverorchid**, Cambodia

**Ruth Stubbs**, Global President, **iProspect Dentsu Aegis Network**, Singapore

### 12:00 - **A proven approach to equality**

In this session, Isobar Global CEO, Jean Lin and Isobar APAC CEO, Jane Lin Baden, will unpack how building a healthier, female-friendly culture hinges upon the broader culture-shaping initiatives that make agencies great places to work. They will outline how forging strong connections and bonds between people in agency culture is fundamental bringing about gender diversity. And they will share how they created and shaped a non-hierarchical, open and safe environment that provides the platform for true equality – empowering everyone, whoever they are and whatever they do.

**Jean Lin**, Global CEO, **Isobar**, China

**Jane Lin-Baden**, CEO Asia-Pacific, **Isobar**, China

### 12:30 – **Break for lunch**

### 13:30 – **We for We: Gender equality must include men**

Michael Kassan and Shelley Zallis discuss the latest trends in the States; what is going right, what is going wrong, and what the US can learn from Asia's example.

**Michael Kassan**, Chairman & CEO, **MediaLink**, USA

**Shelley Zalis**, CEO & Founder, **The Female Quotient**, USA

### 14:00 - **The cultural and societal pressures women face in Asia & how media can be a force for good**

This panel will discuss the intersectionality between gender and culture in Asia and the cultural as well as gender stereotypes that hold women back and give rise to different definitions of success between East and West. It will also look at how a new wave of trail blazing socially aware media campaigns like Ariel's Dads #ShareTheLoad and SK-II's Marriage Market Takeover are busting myths and stereotypes and how media can be a force for good in changing mindsets and societal and cultural norms.

Moderator:

**Su-Mei Thompson**, CEO, **The Women's Foundation**, Hong Kong

Speaker:

**Bob Grove**, CEO North Asia, **Edelman**, Hong Kong

**Angela Ryan**, Chief Human Resources & Talent Officer, **GroupM Asia Pacific**, Singapore

**Jasmin Sohrabji**, CEO, **Omnicom Media Group SEA and India**, India

**Bertilla Teo**, CEO, Greater China, **Publicis Media**, China

### 14:45 – **A view from the top**

Global CEOs come together to discuss what more they, and the industry can do, to close the gender disparity gap, and why equality is the only option from a business perspective

Moderator:

**Yvonne Man**, Anchor, **Bloomberg Television**, Hong Kong

Speaker:

**Mainardo de Nardis**, CEO, **OMD Worldwide**, USA

**Lindsay Pattison**, CEO, **Maxus Worldwide**, United Kingdom

### 15:30 – **Networking and afternoon refreshments**

### 15:50 – **Stuck in Neutral**

If the gender parity problem is so easy to fix, why does it prevail? In 2016, She Runs It completed the industry's most comprehensive benchmark research in the US in partnership with EY and LinkedIn, to determine why more women are not advancing in to leadership roles in marketing and media. The study evaluated the career trajectories of 4 million people, and the data pointed to very actionable solutions. Still, very little progress is being made. What is getting in the way of improvement? And how are some companies and individuals breaking through the gender barriers.

**Lynn Branigan**, President and CEO, **She Runs It**, USA

### 16:10 - **Perspective from the industry's future leaders**

What can the industry learn from rising stars and what can we do to improve our support in nurturing this talent? This session will explore the view of young talent – the newcomers to the industry who are also the future leaders of tomorrow

Moderator:

**Masako Okamura**, Executive Creative Director, **Dentsu Vietnam**, Vietnam

Speakers:

**Lynette Chua**, Account Director, **JWT**, Singapore

**Julia Heffring**, Global Network Communications Manager, **iProspect Dentsu Aegis Network**, Singapore

**Aarie Li**, Planner, **Mediacom**, Hong Kong

### 16:40 - **Mandate for change**

Media agency heads will come together to sign a mandate for change to encourage greater gender equality across the APAC media landscape.

Signatories:

**Gerry Boyle**, CEO, **Publicis Media**, Singapore

**Cheuk Chiang**, CEO Asia-Pacific, **Omnicom Media Group**, Singapore

**Vishnu Mohan**, CEO, **Havas Media Asia Pacific**, Singapore

**Mark Patterson**, CEO APAC **GroupM** & Chairman **GroupM China**, Hong Kong

**Leigh Terry**, APAC CEO, **IPG Mediabrands**, Australia

**Nick Waters**, CEO Asia-Pacific, **DentsuAegis**, Singapore

### 17:00 – **Close of conference**