



ALL IN SUMMIT AGENDA

- 0900 **Coffee and Networking**
- 0930 **Welcome from our Host**
Ben Hunte, Global LGBTQ Correspondent, VICE News
- 0935 **Introduction**
Kathryn Jacob, Chair, Inclusion Working Group; CEO, Pearl & Dean
- 0940 **Political Keynote**
Dame Caroline Dinenage MP
- 0950 **Review of the All In Census Results**
Nadach Musungu, Diversity & Inclusion Lead, Kantar
- 1015 **The Industry Responds**
- Sufia Hussain, Inclusion, Equity & Diversity Director EMEA, Wunderman Thompson
 - Danny Josephs, Partner, mFUSE
 - Matt Bush, Managing Director, Agencies, Partners & Creative, Google
 - Maria McDowell, Founder, lollipop mentoring
 - Sharon Lloyd Barnes, Commercial Director & Inclusion Lead, Advertising Association
- 1050 **Advertising Advertising**
- Tammy Einav, CEO, adam&eveDDB
 - Pete Markey, Chief Marketing Officer, Boots UK
 - Natalie Bell, CEO, Manning Gottlieb OMD
 - Ben Hunte, Global LGBTQ Correspondent, VICE News
- 1120 **Refreshment Break**

- 1145 **The Value of Talent: Recognising and Retaining Your Best Assets**
- Sarah Jenkins, Managing Director, Saatchi & Saatchi
 - Jake Dubbins, Co-founder & Managing Director, Media Bounty
 - Neil Henderson, CEO, St Luke's
 - Dinah Williams, Founder, Avenir Network
- 1220 **Look Out**
Advertising and culture is in danger of sleepwalking into a state of detachment – why we all need to 'look out'
- Jon Evans, Chief Customer Officer, System1 Group
- 1245 **The Future of the Workplace: The Impact of Hybrid Working on Company Culture, Creativity and Mental Health**
- Josh Krichefski, CEO, EMEA & UK, GroupM; President, IPA
 - Veriça Djurdjevic, Chief Revenue Officer, Channel 4
 - Omar Oakes, Editor, The Media Leader
- 1315 **Lunch + Networking**
- 1415 **Advancing the Mental Wellness of our Industry**
Sue Todd, CEO, NABS
- 1430 **The International Roll Out of the All In Census**
Camelia Cristache-Podgorean, Global Head of Brand, World Federation of Advertisers (WFA)
- 1450 **All In Champions Case Study: ITV**
- Ade Rawcliffe, Group Director of Diversity and Inclusion, ITV
 - Casey Shaw, Activation Manager and co-chair, ITV Able
 - Harry Tan, SVP, Marketing & Digital Products, ITV Studios
 - Melissa Johns, Actor and co-founder, TripleC DANC
- 1525 **Closing Remarks**
Kathryn Jacob, Chair, Inclusion Working Group; CEO, Pearl & Dean
- 1530 **Networking Refreshments**
- 1600 **End of Event**

For full information on the Summit's speakers, please visit our website via the QR code here.

