



Q2 2019

Talent Engagement & Inclusion Quarterly

Viva la Difference!

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Sandra Sims-Williams
Chief Diversity Officer

From the Desk of Publicis Groupe's Chief Diversity Officer

Greetings!

I would like to start by taking this opportunity to welcome all of our summer interns to Publicis Groupe. INTERNS: You are the future of our industry, and we look forward to supporting you as you explore all that Publicis Groupe has to offer. I encourage you to be curious, ask lots of questions, and build your network of peers and industry professionals.

Next I'd like to congratulate the many members of the Publicis Groupe community who brought home three AAF Mosaic Awards this year. Solange Claudio (President & COO of Moxie, MRY and Zenith) was awarded the *Mosaic Media Image Award for Advocacy*. Tuan Huynh (Senior Art Director at Leo Burnett) received the *Mosaic Champion Award*, and the Publicis Sapient Make Some Room Team received the *Mosaic Workforce Inclusion Award*. The team includes, Kathryn Beane, Sydney Blount, Keri Elmsley, Kate Farina, Margaret Gaddis, Joseph Pokraka, Hank Wetherington, Geraldine White and Pavani Yalla. Congratulations to all!

May marked Asian American and Pacific Islander Heritage Month. From Washington, D.C., to San Francisco, VivaWomen of Color organized a wide variety of programming, including trivia events, movie nights and an Asian food and culture exploratory. June marked LGBTQ+ Pride month, for which Égalité successfully lobbied Publicis Groupe to leverage a rainbow version of its logo. We've had lots to celebrate and I am thankful to our BRGs and their leaders for taking an active role in helping to create ever more engaging and inclusive work environments for all.

At the year's halfway mark, July is a good time to review progress on any goals you may have set yourself. For those of you who have set goals, what have you learned? Might you have fallen short? Not completing all your goals is not fatal, and for those of you who may not have set goals for the year, it's not too late. What might you like to achieve between now and December 31st? Consider who and what can help you. If additional learning is needed, give some thought to what your learning agenda might look like. Many agencies have in-house learning and development offerings and budgets to support your growth. Publicis Learning (www.publicislearning.com) is another great resource, and of course, there are our team's professional development offerings.

This quarter we offered a record number of workshops to assist you in your professional development. We have something for everyone, including *Everyday Bias*, *Straight Talk*, *Inclusive Recruiting*, and *Efficacy*. Leaders and managers, we have also delivered full-day professional development workshops aimed at enhancing your perspective of differences in the workplace and how to best leverage difference for the benefit of your team, our clients and our business. As always, please be supportive in championing the participation of your team members in our programming. If you're short on time but still would like to tackle some professional development with a focus on diversity and inclusion, please consider checking out the Global Citizen Track in Publicis Learning (www.publicislearning.com) where you will find courses on topics such as *Supporting an Inclusive Culture*, *Leading an Inclusive Team*, *Unconscious Bias* and many others. Learning is a life-long habit you want to develop. Or, you want to keep.

Enjoy the read and summer season!

Sandra

Market Pulse

Through the work that we produce, our industry shapes images and perceptions all while building opportunities for our clients. With this in mind we are introducing a new section of our quarterly newsletter which is meant to inspire and showcase how diversity and inclusion can be tapped to create market advantages that help connect brands with consumers.

From “Us” to “Crazy Rich Asians”: Savvy Cultural Marketing Finally Pays Off for Hollywood

“Studios and networks are adapting to changing demographics with effective campaigns that reach underserved audiences with authenticity.”

By Rebecca Sun, Hollywood Reporter: <https://tinyurl.com/y3flhw5c>

How Denny’s Advertising Is Embracing Inclusivity as More Than a Buzzword

“Imagine people of every stripe gathered under one roof, hanging out and enjoying themselves, breaking bread and making memories. Is it a pipe dream in today’s divisive climate or a retail marketer’s version of utopia?”

By T.L. Stanley, Adweek: <https://tinyurl.com/yx9mvwnk>

IBM Debuts Tools to Help Prevent Bias In Artificial Intelligence

“IBM wants to help companies mitigate the chances that their artificial intelligence technologies unintentionally discriminate against certain groups like women and minorities.”

By Jonathan Vanian, Fortune: <https://tinyurl.com/yynbrpcm>

LGBTQ-Inclusive Advertising Is a Win With These Consumer Groups

Pride season was officially kicked off in June, and many businesses considered how to connect with members of the LGBTQ community. “Some companies make it a priority to participate in LGBTQ community events, create workplace non-discrimination policies that include sexual orientation and gender identity, and recruit employees from LGBTQ networks and organizations. Nearly a quarter (24%) of Americans say they would be more likely to do business with companies that are known to be LGBTQ-friendly.”

By Jamie Ballard, YouGov: <https://tinyurl.com/y49qs6s4>

Pinterest Introduces More Inclusive Beauty Searches

“With billions of beauty Pins saved to Pinterest, and with “beauty” as one of the most searched categories, we want to make it easy for everyone to find the most relevant hair and makeup Pins for their skin tone, style and life. Women all over the world use Pinterest as a visual discovery engine to get beauty inspiration, from an everyday look to a special occasion. In fact, women on Pinterest are 2.4x more likely to experiment with different makeup, compared to women on other platforms.”

Pinterest Newsroom: <https://tinyurl.com/y5nrybuo>

Ramadan Advertising in the West Is Behind the Times, Here’s How to Fix It

“While the media has already reported the Muslim opportunity: it’s not an opportunity, it’s a community, so brands need to be in it for the long game. You’re talking to a young and growing population, whose beliefs are becoming more complex, so move with the times.”

By Dr. Jonathan Wilson, The Drum: <https://tinyurl.com/yxppy3xi>

Third-Quarter Professional Development Opportunities

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.

Unconscious Bias — Los Angeles, September 10

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 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: <http://bit.ly/UBLA910>

Unconscious Bias — San Francisco, September 11

See above.

REGISTER HERE: <http://bit.ly/UBSF911>

Straight Talk — New York, September 18

The Straight Talk workshop provides a clear understanding of straight, safe, and blunt talk, as well as the impact of each on individuals, the team, and the business. Participants learn how to identify the common challenges that can get in the way of using straight talk and participate in interactive activities to help address “sticky situations” that may be encountered in the workplace. This program supports participants in using straight-talk communication to improve workplace interactions and drive bottom-line results. Practicing using straight talk in a specific situation will help strengthen participants’ confidence and skill in using this approach on the job.

REGISTER HERE: <http://bit.ly/STNY918>

Unconscious Bias — Chicago, September 19

See above.

REGISTER HERE: <http://bit.ly/UBCHI919>



Judy Yeh
Starcom

Starcom's Pan Asian BRG Celebrates Asian American and Pacific Islander (AAPI) Heritage Month

To celebrate Asian American and Pacific Islander (AAPI) Heritage Month during the month of May, the Pan Asian business resource group (BRG) at Starcom held a series of activities that culminated with a panel and Q&A session on May 21st, in Chicago. The panel and Q&A session was titled *"Breaking Down Barriers as a Person of Color,"* and the team invited four senior leaders of Asian descent to the panel to discuss their experiences with being a minority in the industry.

Thomas Nguyen, Pan Asian Co-chair shares his perspective: *"With Asians being underrepresented within the industry, we wanted the Pan Asian BRG to bring people together to build a community of advocates and allies. There are unique obstacles that the Asian American community faces, and no manual on how to navigate it in the workplace. It can feel isolating, so we hope that by providing a space for senior leaders to share their stories, employees know they're not alone and that they don't have to sacrifice their identity or authenticity to be successful."*

The event was a success, with over 30 Starcommers in attendance, and brought out a couple of team members from Publicis Sapient. Christine Behrens expertly moderated Q&As, with topics ranging from getting to know backgrounds and career paths to experiences as minorities to Asian representation in the industry.

Here are what some of our attendees had to say about the event:

"This is a great event because that makes me feel I'm not alone here"

"Speakers talked about something that really happened... and [was] relevant to my own experience"

To this some of our panelists included:

Lala Steele
Starcom

"As the new executive sponsor of the Pan Asian BRG, I was very excited to see Thomas and Jill's hard work come to life. The audience was very engaged with us and with each other, and I felt even more energized by the potential for what we can accomplish. What's nice is that this event inspired James Ou to start a Pan Asian BRG in Starcom NY's office. I've also really enjoyed the one-on-ones that attendees have set up with me to connect more personally on my path at Starcom." – Judy Yeh, President and Chief Client Officer

"I loved seeing all the faces at the event. And I also love that the event brought out more than the Pan Asian BRG members or Starcommers of Asian descent. I think the panel was a great way to better connect us with each other, through discussion around our collective experiences with how the industry and agency world treat differences. It is also a great reminder that none of us can or should feel we have to do this alone, and that we have a tribe here at Starcom that supports each other, no matter where you come from and your ethnicities."
– Lala Steele, EVP Director

News From Across Publicis Groupe



Breaking Down Barriers panelists in action. Left to right: Christine Behrens, Judy Yeh, Cristina Torres, Lily Chakrabarty, Lala Steele.



Great attendance made better by Asian treats, including Egg Tarts and Pineapple Buns, provided by the Pan Asian BRG.



The talented and dedicated Pan Asian BRG leads at Starcom putting on final touches for Asian Heritage Month. Left to right: Thomas Nguyen, Jason Pang, and Jill Zhu.





*By Alicia Priselac
Publicis Sapient*

The 2019 Disability Matters North America Conference & Awards

For the third year in a row, I had the good fortune to attend Springboard Consulting's Disability Matters North America Conference and Awards.

Self-identification has been a major theme at past conferences, and this year was no different. Oftentimes employees do not self-ID as being disabled due to the stigmas associated with having a disability; however, self-disclosure leads to many positives. For example, with this knowledge, employers can provide employees with access to specialized equipment or make accommodations to those requiring it. Other benefits include being able to explain employment gaps and the opportunity to have open and educational discussions about disability.

The conference sessions offered several suggestions on how to increase employee self-ID numbers. Managers should ask themselves, *"Is our workplace a safe place to self-disclose a disability?"* and if they incorporate

a notion of how to ask for accommodations during the hiring and onboarding process. In order to create a safe space, senior executives can lead by example and self-disclose to the larger group. Another strategy is to encourage employees who have already self-disclosed to share how doing so has since helped them in the workplace. Panel members from Cisco mentioned that they had a successful #safetotalk and #wearecisco hashtag campaign that shared positive self-disclosure stories across their social channels. Having dedicated and visible BRGs and employee resource groups (ERGs) for employees with disabilities and people who care for those with disabilities are also wonderful ways to give people the confidence to self-ID.

Employees who feel comfortable bringing their "whole selves" (which may or may not include a disability) to work will be happier, more confident, and more engaged, thus creating a win-win scenario for employees and employers alike.



Enjoying a networking lunch in the Florida sun.



Tricia Downing's keynote was inspiring! Google her!



Jennifer Randolph
Moxie, MRY & Zenith

Publicis Groupe Delegation Attends the 2019 Odyssey Network Business Retreat

When people say a conference can change your life, you often feel that can be a bit of an exaggeration. However, after spending a week at the Odyssey Network Business Retreat, we are rethinking that perspective. Our week began with a “Boot Camp” that involved a coaching session with the incomparable Linda Clemons. Linda has worked with many people within Publicis Groupe, primarily in workshop settings, so she was the right voice to kick off the conference for our team of six. She immediately broke us down then built us up, helping us to identify walls of defense that are often needed to navigate our day-to-day agency life. This deconstruction was jarring and illuminating, and helped us forge quick bonds through common suffering and survival! Our pain was lessened with a lovely dinner, as we continued getting to know one another and had conversations that would carry us through the week.

The following day’s session continued to chip away at the walls we build and reminded us of the more human side of work, which is needed and often forgotten in a litany of to-do lists and high expectations. By the time we got to the first session, we were more open to ideas and able to put phones on mute as we began to listen and learn.

Our very own Sandra Sims-Williams was a panelist in the session “The Hourglass” — examining the impact of unexpected life traumas that can throw a curve ball that you must find a way to navigate. She made us think about: How do you manage trauma and who are your resources? Another session highlight was “Defining Our Narrative” — how women, and especially women of color, can be marginalized by the stereotypes about who we are and how we present ourselves in our appearance and demeanor. Questions raised made one ask: “Are we helping or hurting ourselves, especially in this current political climate?” So much to think about!



Sonja Stanley
Moxie

Frankly, it was great to feel the camaraderie, connection, and understanding of how difficult this can feel on a daily basis. Finally, we think we speak for everyone who attended when we say a true highlight was hearing from Stacey Abrams, founder and chair of Fair Fight Action. For those who have

been living under a rock (☹), Abrams is the first Black Female Major-Party Gubernatorial Nominee in the history of the United States. She ran for Governor of Georgia, losing by a very narrow margin. No doubt, we will continue to see her make her mark in a major way in the near future.

After taking it all in, the key takeaways for all of us are:

- (1) I am exactly where I am supposed to be.
- (2) I am NOT alone in the challenges I face.
- (3) There is a community of women who are always willing to listen and provide guidance.
- (4) There is nothing wrong with asking for help!
- (5) I am ENOUGH, just as I am. I don’t need to be anyone but ME.
- (6) Live life on purpose, not by accident. Take the time to create a financial plan, including insurance, not just retirement.

News From Across Publicis Groupe

These experiences remind us that we are not alone in our narrative. There is strength in every story, and our stories connect us. There is great power among the women within our Publicis Groupe network, and it was an honor to share this conference with all of you. Thank you.

Attendees

Ayesha Morse, VP, Director Project Management, Digitas; Geraldine White, North American Diversity & Inclusion Lead, Publicis Sapient; Jennifer Randolph, SVP, Talent, Moxie/MRY/Zenith; Kedma Brown, SVP Media Operations & Production, Zenith; Sandra Sims-Williams, Chief Diversity Officer, Publicis Groupe; Solange Claudio, President and COO, Moxie/MRY/Zenith; Sonja Stanley, SVP, Client Operations, Moxie/VM1; and Yorlene Goff, Chief Talent Officer, Publicis Spine.



Members of Publicis Groupe's delegation to the 2019 Odyssey Business Retreat.

Publicis Health Inspires NYC Girls to Explore STEM Careers at AMA STEM Goes Red NYC

Publicis Health was proud to partner with the American Heart Association (AHA) for its second annual STEM Goes Red NYC at the Academy of Sciences in April 2019. This event brought together 100 local high school girls for a full day of inspiration and learning outside of the classroom, as they explored the wide variety of opportunities available to them in STEM careers. The day included keynote speakers, opportunities to connect with mentors in the STEM field, and first-hand experience working on a STEM project. Publicis Health representatives Heidi Wu and Keira Duarte reflected on their participation in the day:

Keira Duarte, Associate Search Director, Publicis Health Media

"This event was a great opportunity to connect with the young female student community in New York City and discuss the benefits of pursuing a career in science, tech, engineering, and math, particularly in the health field. Learning that these young women have a passion for health and science at such a young age was inspiring. Many had not yet considered how these passions could be applied to a more creative field at an organization like Publicis Health. Opportunities to help people through health are vast, and it was rewarding to expose STEM Goes Red NYC participants to new ideas about how they can apply their interests in different career fields. Anyone can make a difference in someone's life, and the young women at the STEM Goes Red NYC event are the world's next innovators and inventors. I can't wait to see what they accomplish next!"

Heidi Wu, Analytics Associate, Saatchi & Saatchi Wellness

"The AHA STEM Goes Red NYC event held significant meaning to me, as the women in my family have a long history of heart disease. As a child, I lacked knowledge and understanding of these health conditions despite the large impact it had on my family. Keynote speaker 15-year-old Bipasha Ray and her older sister, Meghna, spoke about how they are spreading awareness about heart health and help diagnose rural children with rheumatic heart disease in India and Nepal. Learning about these determined young women who have dedicated their lives to spreading awareness about heart disease and providing healthcare to otherwise isolated communities was truly admirable. It reinforced the notion to me — and to the hundred young women in the room — that there is no set age minimum, nor maximum, when it comes to making a difference in the world."



Publicis Health sponsors the second annual AHA STEM Goes Red NYC event.



Keira Duarte and Heidi Wu mentored high school girls interested in pursuing careers in STEM.



Taking a Look Backward and Forward with Renetta McCann

As women, we often talk about the glass ceiling we must conquer at some point in our careers. On March 27, Publicis Media's Power Of Women BRG (POW!) celebrated Women's History Month by hosting an intimate conversation about how we can help shape a better and more inclusive tomorrow. We learned from our very own Renetta McCann, Publicis Groupe's Chief Experience & Inclusion Officer, that "all glass isn't see-through" — and each vertical step up the corporate ladder comes with various stipulations. The consequence of these murky requirements may contribute to a pipeline drop-off.

By Magdalina Pedroso
VM One

A 2018 corporate pipeline study by McKinsey Global Institute showed that women accounted for 48% of entry-level associates and 39% of managerial positions. However, something happens as we head further up in the hierarchy. The study found that at an SVP level and above, women made up a

whopping 23% of the workforce — but only 4% of that group were women of color. Having acknowledged these facts, Renetta spoke candidly and unapologetically about her challenges and victories in a dialogue filled with incredible tidbits of advice on how she navigated her way into the C-suite.

Throughout her career, Renetta placed high value on generating greater positional equity. For her, it entailed ensuring that she uniquely added value to the firm, while developing social relationships and conscientiously aligning with the firm's goals. Essentially, she advised that you need to commit personal capital to produce capital for the firm. Though it seems simple enough, for those just beginning a career, determining what unique value you bring to the table can be challenging. So, how do the 48% of entry-level associates begin to navigate into the C-suite? Renetta reminded us that "You learn the lesson at the point you're supposed to learn the lesson." She remarked that we take heed of this and relish the idea that there's a time for everything and one person's career path won't replicate anyone else's. Something that's perfectly fine, and yet something we tend to forget in a time where we're prompted to continually compare our lives and paths to those of others.

While we can't predict the future, we know that for every action, there are equal or opposite reactions in the world of advertising. Renetta shared the significance of anticipating the outcome of one's decisions based on the law of unintended consequences. In other words, always prepare yourself to think three steps ahead. And she advised giving yourself the benefit of crafting a "recovery plan" to manage any crisis that may arise.

As for the future of women and our #BalanceforBetter initiative, we will continue to change the dynamic by standing on the shoulders of women like Renetta McCann. In following their examples, we lean on groups such as POW! to create spaces focused on continuing these conversations. We hope that these topics inspire everyone to get involved because, as Renetta remarked, "When change happens, it's because interests converge."



*By Kipp Jarecke-Cheng
Publicis Health*

Publicis Health Encourages Tough Conversations About Diversity & Inclusion at MM&M's Plus One Event

Like many other businesses, the healthcare and life sciences industries grapple with effectively fostering greater diversity and inclusion. In an effort to provide a space for healthcare executives and industry professionals to come together and engage in important conversations about race, gender and sexual orientation in the workplace, MM&M launched Plus One, a unique event that brought together various stakeholders to have uncomfortable conversations about these important topics.

Publicis Health was one of the inaugural sponsors of the event, on March 14, at The Moshulu, in Philadelphia. While it can be difficult to have candid conversations about sensitive topics like gender, race and sexual orientation in the workplace, the crowd that gathered at Plus One was committed to a spirit of openness and understanding.

Participants from Publicis Health included Tayla Mahmud, EVP, Business Development, at Razorfish Health, who led a roundtable discussion about empowering women and people of color to aspire to the C-suite.

Sarah Robinson, HR Coordinator from Publicis Health Media, shared three takeaways from Plus One.

"I'm early in my career and I'm excited to find ways to be a good partner in creating culture change," Sarah said. "I want to create a space where everybody feels welcome to be themselves and see that future and opportunity."

Contribute to brave spaces.

Conversations around race and identity can be challenging and uncomfortable. They also can illuminate the reality of those around you. Through my conversations with others at the MM&M Plus One event, I was in awe of the bravery around me. I learned so much about those around me and about the fears they have. Brave spaces empower people to share their knowledge and can open the door to opportunity.

Practice authentic curiosity.

During the event, there were times when I was hesitant to ask something or seek clarity, but in the spirit of the event, I pushed through my own discomfort. At one point, I shared a piece of advice I received years ago: when in doubt ask; no one will be mad at you for asking about something you don't know or don't understand.

Be an empathetic advocate.

Advocacy can't come with the goal of tokenism. Advocacy should be about opportunity tied to an individual's value and about creating the space for people of all identities to be equally considered on their own merit. Empathetic advocacy demands looking at the bigger picture.



Representatives from Publicis Health took part in candid conversations about race, gender and sexual orientation in the workplace.

Business Resource Group (BRG) Updates



*Alicia Case
Marcel, New York
Égalité Global Co-Lead*

In many places around the world, June is Pride Month — and this year's Pride was especially poignant because it honors the 50th anniversary of the Stonewall Riots that occurred in June 1969. The violent and tragic event caused by a police raid directed against LGBTQ+ people was also the catalyst for Pride. It was also the impetus for pushing for LGBTQ+ rights and now serves as a time to celebrate equality for LGBTQ+ people and bring visibility to all sexual orientations and gender identities.

Égalité was proud to lead the celebration of Pride across our chapters this June and July. We were able to rally together and deliver an extensive calendar of events stretching across all our chapters. One of the most prominent changes we helped to drive forward was turning our Publicis Groupe logo into a more colorful one — one that shows employees all across Groupe that we stand with and celebrate our LGBTQ+ talent. It's one thing for our BRG to be visibly present in our LGBTQ+ monikers, but it's another to see our corporate body make the move to a more inclusive logo, all the in the name of Pride. We couldn't be more thrilled to see Groupe and the other solution hubs stand beside us during Pride.



*Maranda Gorr-Diaz
Starcom, Chicago
Égalité Global Co-Lead*

To continue our visual push of showing our true colors, we wanted to make sure all of our LGBTQ+ colleagues and allies could join us in our mission to champion equality. That's why in our second year, we pushed using our "Equality for All" Facebook photo frame that folks could add to their profiles.

And last but not least, we also continued our People Who Roar with Pride series — our activation to showcase standout Égalitarians all across our agencies. Members from around the Groupe were able to nominate people making a difference and leading the way to champion diversity, inclusion, and equitable workplaces so that we all can benefit from a culture of belonging. The people who were nominated were then featured on our Facebook Group for everyone to see. It's a series that so many have benefited from. The nominators are proud to show some love to their colleagues, and those who receive the honor are quick to show their gratitude. We had one nominee even express, *"Wow!!! WHAT AN HONOR! Thank you. You made my whole month!"* We are super proud to create these places and spaces for our people to be celebrated for who they are, who they love, and how they make our companies better places.

To close out, we are pleased to share that Égalité started its first chapter in France in late April, taking root in Paris. We are also working on launch chapters in Miami, Toronto, and Hungary. We look forward to reporting news of our expansion over the next two quarters!

For more information:

Email us: egalite-us@publicisna.com

Visit our website: 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



Publicis Groupe changed its logo to rainbow colors during Pride.



One of our People Who Roar with Pride honorees, Jessie Cadle, gets a well-deserved shout-out from one of her colleagues.



The New York Chapter hosts its fourth annual employee drag pageant, helping to top its fundraising total in four years to more than \$40,000.



And we are marching! Starting things off in Dallas, so many of our chapters will be marching in their local Pride parades. Things cap off in London during the first week of July, with our #JoinThePride initiative.

GENNEXT



*Alexa Ciccarelli
Saatchi & Saatchi Wellness,
New York
GENNEXT Founder and
National Co-Lead*

We are thrilled to announce the launch of our Los Angeles chapter! GENNEXT will be rolling out its first West Coast chapter with a few new leaders from the Saatchi & Saatchi office — Julia Roca, Denis Telalovic, and Ellen Anderson. As they are in the midst of planning their kickoff, please reach out to Alexa Ciccarelli or Margaret Walshe if you have any interest in taking part in this initiative!

In April, our Chicago chapter held a “Headshots & Happy Hour” for young professionals across Publicis Groupe. Over 40 GENNEXTer’s came out for cocktails, networking, and the opportunity to have a professional headshot taken. It was a hit — and we have our very own member, Corey Pittman (Leo Burnett), to thank for volunteering as the house photographer!

Moving into May, our New York chapter focused its programming efforts on Mental Health Awareness Month. Given the multitude of anxieties discussed among our peers, we knew we wanted to focus this month on educating and building awareness around self-care and mental health. Throughout the month, we socialized content via email and Instagram — connecting and encouraging our members to start the discussion, promoting a sense of openness around this topic of mental health and inclusion.

Want to make an impact and help make your mark with GENNEXT programming? GENNEXT is now established in three different cities, Chicago, New York, and Philadelphia. Becoming a board member is a great way to not only contribute to the type of programming events that are held, but also make an impact in the culture of your city’s network of young professionals. If you’re interested in learning more about your city’s board this year, email us gennext-us@publicisna.com or join our distribution list at <https://publicisgroupe.sharepoint.com/BRG/>.



*Margaret Dryden
Publicis Health, New York
& Philadelphia
GENNEXT Founder
and National Co-Lead*

*One of our GENNEXT Chicago
members getting their headshot
taken at our April event.*



For more information:

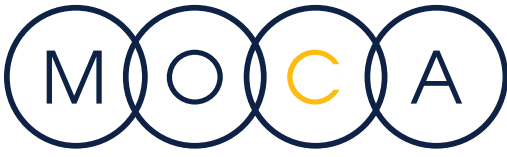
E-mail us: GenNEXT-us@publicisna.com

Visit our Facebook group: *GenNEXT — Publicis Groupe*

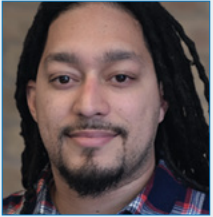
Hashtag: *#PGGenNEXT*

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

Business Resource Group (BRG) Updates



MEN OF COLOR ALLIANCE



*Carlos Sanchez
Starcom Chicago
MOCA Chicago
Co-Lead*

Chicago

MOCA Chicago delivered its first-ever “Gentlemen’s Cypher,” in which a panel and attendees engaged in open and unfiltered dialogue on navigating the industry as MOC (Men of Color). Covering such topics as career building, confidence building, and networking skills, each of the panelists contributed his own experiences and advised the attendees on how to develop their careers. Enrico Mowatt (VP Sales & Marketing at Estella TV), Mike Tresvant (VP Brand Partnerships at Complex), and Christopher Stewart (Senior Account

Executive at Quantcast) provided our attendees with years of experience and were very candid in sharing the lessons they’ve learned throughout their careers. The speakers encouraged members to take risks, build their skill sets, and lean in to facilitate better working relationships. This event took on an extremely valuable and necessary conversation for members and will be a staple reoccurring piece of programming in Chicago.



Los Angeles

MOCA’s Los Angeles chapter is excited to bring aboard two new co-leads, Greg Lopez and Casey Chang. The chapter is looking forward to partnering with the other Los Angeles-based BRGs for an upcoming summer kickoff event. We are currently planning a charity shoe drive for the homeless men in Venice, through the Share a Meal organization. After that, we’re planning a cooking class/networking event that will help introduce members to one another while they learn to cook culturally diverse foods. Stay on the lookout!



*Casey Chang
Team One
MOCA
Los Angeles
Co-Lead*



*Greg Lopez
Team One
MOCA
Los Angeles
Co-Lead*



*Bassel Williams
Publicis Sapient,
Arlington*

Washington, D.C.

In Q2, MOCA DC co-sponsored activities for Asian Pacific Heritage Month. These events included a weekly trivia contest and a prize drawing along with GourmAsia, an event featuring Asian-influenced foods and facts about Asian American identities. The chapter also organized a visit to the National Museum of African American History and Culture and participated in Washington, D.C., office Culture Fair, where Publicis Sapient DC office groups promote themselves and recruit new members.

The D.C. chapter is also officially launching this summer; they will hold a chapter kickoff event and conduct another visit to the National Museum of African American History and Culture.

For more information:

E-mail us: moca-us@publicisna.com

Visit our Facebook group: *MOCA — Publicis Groupe*

Hashtag: *#PGMOCA*

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

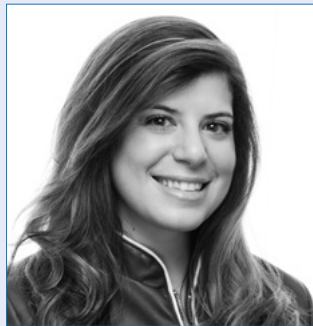
Business Resource Group (BRG) Updates



Matti Shicker
Publicis Media, Chicago
Publicis Connects National Co-Lead

Publicis Connects is pleased to welcome Lisa Aiello, HR Manager with Publicis Health Media, as the new Co-Lead for the Publicis Connects Chicago Chapter! Below, Lisa shares her thoughts on the power of mobility, and how the work of Publicis Connects is positively affecting our talent across the Groupe.

* * *



Lisa Aiello
Publicis Health Media,
Chicago
Publicis Connects Chicago
Co-Lead

Change is an impactful thing. It can elicit a variety of feelings — physical, emotional, or otherwise. Personally, change has a positive connotation that elicits feelings of excitement and inspiration. It sounds clichéd, but I'm a firm believer in "change is good."

I've experienced change through common things like seasonal changes, going to college, trying a new shoe style, and even experimenting with different hair colors. However, this sentiment toward change ultimately derives from my mobility experience at Publicis Groupe. Over a year ago, I took a leap of faith and took a career opportunity to move from *Digitas Health*, in Philadelphia, to *Publicis Health Media*, in Chicago. I can wholeheartedly say that it was the best decision and change in my life: personally and professionally.

Job mobility is mutually beneficial for employees and organizations alike, and Publicis Groupe is particularly progressive about it. As Publicis Groupe continues to embrace and evolve the notion of the "Power of One" way of working, as we shift from a holding company to a platform company, we adapt our talent accordingly, and that's what mobility is all about.

Mobility creates new opportunities to connect talent to business solutions. The alignment of an individual's strengths, aspirations, and unique talents to a business need enhances both employee experience and client engagement, resulting in positive business results.

Mobility can provide a platform for growth. Occasionally, there are situations where an employee's talents and aspirations outgrow their current client assignment. When that happens, we leverage the mobility program to find fulfilling and meaningful work that hopefully accelerates an individual's ability to elevate and grow.

Mobility retains top talent. Providing experiences with new categories, disciplines, agencies, or geographies can reinvigorate an individual's sense of job satisfaction, leading to retention.



Jeannette Trout
Publicis Health Media, Verilogue &
In-Sync Strategy, Philadelphia
Publicis Connect National Co-Lead

Business Resource Group (BRG) Updates

Mobility is emerging in a new form at our organization with the rollout of *Marcel*. *Marcel* will shift our collective culture to further embrace mobility through the power of connectivity. The platform will be smart enough to mine our backgrounds and experiences in an effort to connect us to diverse engagements occurring in our businesses. This will change the game as far providing opportunities for employees to expand their skill sets, while helping to solve business issues in an efficient way.

It's exciting and reassuring to be a part of a company that embraces innovative talent solutions in the way that Publicis Groupe does.

Interested in learning more about mobility? Have a conversation with your HR representative, who can tap into the resources of Publicis Connects. Publicis Connects is Publicis Groupe's BRG for recruiters, HR professionals, and resource managers from across the agency network. Members of Publicis Connects come together to share best practices, processes, and candidates, all to make Publicis Groupe stronger and more competitive. We are passionate about recruiting, people, and our brands, and we further believe that recruiting is more than looking for the "right" candidate: we are career counselors, life coaches, and connectors.

For more information:

E-mail us: publicisconnects-ny@publicisna.com

Visit our Facebook group: *Publicis Connects—Publicis Groupe*

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Business Resource Group (BRG) Updates

PUBVETS



PubVets went through various changes and evolved as a group nationwide in Q2 of 2019. We've instated new leaders to match that level of excitement and evolution in both Atlanta and Chicago. As a collective, we are bringing in leaders with varied military experiences to aid in hiring within the veteran community. Without further ado, please help me in welcoming our new metro leads for the following Markets!:

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



Sade Dubose — PubVets Chicago Co-Lead

I am a military spouse to an active-duty service member, so I juggle between the military and civilian world daily. PubVets bridges those worlds together through service, community, and advocacy. Because the experience of veterans resonates so closely in my life, I saw it as an opportunity to be a part of creating solutions, furthering education, and evolving the progress already occurring here at Publicis. As an ally, my goal is to create hands-on opportunities for veterans to learn more about transitioning their skills gained during their service to a career in media, and to further strengthen Publicis as an employer of veterans.

Keith Thomas — PubVets Chicago Co-Lead

I am a proud military veteran of the United States Air Force and current member of Leo Burnett's Creative Resource Management team. The opportunity to combine these two passions in the form of a board-serving and leadership role in PubVets is something that is very fulfilling for me. PubVets affords me the opportunities to help veterans in the workplace and community, while also consulting for Publicis Groupe on items/projects that contain military themes or elements. Already I've been able to leverage my position into one that has assisted the Chicago area's homeless veteran population, as well as supporting active military families over the holidays. I look forward to expanding this role and, overall, the BRG that continues to support our nation's military and veteran populations, initiatives, and work streams.



Dave Davis — PubVets Atlanta Lead

I am the Senior IT Manager for Moxie, where I have been for over 11 years. Prior to Moxie, I spent 10 years in the United States Air Force, in airfield management. Through our military careers, veterans rely on spouses, friends, and other family to succeed. I have often said my family was as much a member of the military as I was. PubVets is no different, in that we need the support of all of those same people.

For more information:

E-mail us: pubvets-us@publicisna.com

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

Hashtag: [#PGPubVets](#)

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Business Resource Group (BRG) Updates

<VivaTech>



*Kelly Kokonas
Starcom, Chicago
VivaTech National Co-Lead*



*Stacey McKeever
Team One
VivaTech National Co-Lead*

Chicago: VivaTech Chicago hosted a Women in Analytics ARF (Advertising Research Foundation) event on May 22nd, titled *The New Researcher*. Panelists included Emma Pop, of Starcom; Jennifer Pelino, of IRI; Traci Smith, of Kantar; and Tracey Scheppach, of Matter More Media, who discussed how they are building and managing teams today. The panel was facilitated by Alice Sylvester, of Sequent Partners. Following the main program, participants moved into small groups to discuss ways to adapt and help each other set priorities. Over 100 women attended.



Business Resource Group (BRG) Updates

New York: In celebration of Women's History Month, the Intrepid Museum hosted its annual STEM Mentorship Day, a day of empowerment and leadership for teen girls aged 14 to 18. New this year, mentees were able to meet and establish one-on-one connections with women representing a variety of STEAM fields (A for the Arts), which included Starcom NYC's VivaTech Chapter! Through her personal network, Xica Andrews secured a Q&A correspondence with a neurosurgeon for one of the attendees of the mentorship day. Hopefully, one day in the future, the two will be able to connect so the mentee is further inspired to reach for her dreams.



Mentors and mentees from the Intrepid Museum's annual STEM Mentorship Day.

San Luis Obispo: VivaTech in San Luis Obispo recently put together an event for the whole office to celebrate and recognize Katie Bouman. Katie Bouman is the American computer scientist who led the development of an algorithm for imaging black holes, known as CHIRP, and was a part of the team that captured the first image of a black hole. The group bought donuts and healthy snacks for the entire office and held the event as an open-discussion social. The group had posters set up in the office so that people could spend a few minutes learning more about Katie. This event was the first of an ongoing series celebrating various accomplishments by women in tech, both inside and outside of the office, because it is important to highlight and support the successes of other women in tech.



Celebration of Katie Bouman poster.

For more information:

E-mail us: vivatech-us@publicisna.com

Visit our Facebook group: *VivaTech—Publicis Groupe*

Hashtag: *#PGVivaTech*

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

Business Resource Group (BRG) Updates



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

This quarter we invited Julie Whiting to author VivaWomen!'s contribution to the Talent Engagement & Inclusion Quarterly with a focus on the BRGs' Be Brilliant conference, which was hosted in Chicago.

* * *



*Julie Whiting
Digitas Chicago
VivaWomen! Board Member*

Women's conferences have become more and more prevalent in our industry. From large-scale events like the 3% Conference to more intimate events like Odyssey, women's conferences are a place to celebrate other women; feel inspired; and learn more about what you can do to further yourself, your team's growth, your clients, and your agency. The women of Publicis in Chicago were craving something more, something just for them, and so the VivaWomen! Be Brilliant Chicago Conference was born.

The theme of brilliance was an intentional choice. The multiple definitions of brilliance were important to us. The idea of brilliance being a light and bright: how people can use their light to shine on others, to bring others up with them. Just as important, thinking about how brilliance can mean intelligent and gifted gave us an opportunity to celebrate our speakers' accomplishments and drive.

While many agencies send people to various conferences throughout the year, there are never enough spots to send everyone, and when you do go, it's usually a whirlwind of content.

VivaWomen! Chicago wanted to create something for everyone and make it easy for them to attend. The team started seeding the idea to agency leadership in late winter, to allocate both funds and team talent.

We had a few things we absolutely wanted to accomplish with our conference:

- Have a mix of speakers and panelists that represent everyone in the office. We wanted every person in the audience to feel like they could see themselves in a speaker on stage.
- Make the location accessible for folks. So we chose our common area in our building at 35 West Wacker, which happened to be designed by a group of women from ArcWW!
- Keep the audience Publicis folks, and invite both women and allies from all our local agencies.
- Perspiration content in addition to inspiration content.



*Michelle Kinsman
Digitas Health, Philadelphia and
New York
VivaWomen! National Co-Lead*

Business Resource Group (BRG) Updates

We enlisted speakers internally and externally; with internal speakers, moderators, and panelists providing guidance and inspiration through their experiences, people were able to learn more about their colleagues and agencies. Renetta McCann led a brilliant panel of women talking about how to go about getting their own board of directors. We had outside speakers, including Luvvie Ajayi, share how to reach and obtain your dreams. Other speakers, such as Korn Ferry's Audra Bohannon, helped our attendees see their own path and chart it forward.

The event comprised 200 people who were nominated by their agency leadership; people who were open to inspiration and would bring ideas and brilliance back to their teams. We had champions such as Sandra Sims-Williams, Publicis Groupe's Chief Diversity Officer, and Renetta McCann, Publicis Groupe's Chief Experience & Inclusion Officer, in attendance as well.

For days following the conference, folks were asking when the next one would be, if we could host a conference next year. We're hoping to make it a biennial event and have the next *VivaWomen! Be Brilliant* conference be bigger and better than ever in 2021.



Participants fill the 21st floor at 35 West Wacker to attend VivaWomen!'s Be Brilliant full-day conference.

For more information:

E-mail us: vivawomen-us@publicisna.com

Visit our Facebook group: *VivaWomen! Global—Publicis*
GroupHashtag: *#PGVivaWomen*

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

Business Resource Group (BRG) Updates



VivaWomen! Chicago's Be Brilliant conference branded swag.



Panel discussions, keynotes, fireside chats, breakout sessions, and networking sessions. VivaWomen! Chicago's full-day conference had it all!



Audra Bohannon (Korn Ferry) leads a session on living life with intention.



The conference included a variety of large- and small-group breakout sessions.



Business Resource Group (BRG) Updates



Sarah Parsa Nguyen
Saatchi & Saatchi, Los Angeles
National Lead

VivaMama strives to foster a culture of support and understanding that redefines a workplace where mothers not only survive, but thrive. In order to do that, we create programs and policies for mothers, parents, and allies. That means everyone. Our belief is that, by doing this, we can all create a community of empathy and understanding together.

In this issue, we will highlight some recent events, share insights from a conference, and ask you to [join us](#) in solidarity as we strive to create a stronger workplace for all. Want to get more involved? Email us: vivama-usa@publicisna.com

Mother's Day

From California to Texas to Boston, Chicago and New York, VivaMama leaders created thoughtful programs in honor of Mother's Day and Father's Day: from headshots to handmade gifts to cake, mimosas, brunches, and lunches. Thank you, to all who planned and participated in these events. We see you. We honor you.

In New York's Hudson office, VivaMama honored mothers with a conversation about "Working Mom Truths." Mothers took time to eat, drink, and connect, sharing pictures and stories. Testimonials were also shared on Publicis Sapient's intranet, including:

- "I think it's amazing that there's a Mothers Room at PSNY! When I was a working/nursing mom, I had nowhere to go." @ Dina Garfinkel
- "Being a working mom means that 'sh*t happens' and you just have to go with the flow and make it all work. Even if it's plan A...B... or Z." @ Lorena Lima
- "A few nights after going to an after-work paint night, my oldest (10) asked me what my job is. I started to reply, 'A Project Manager...' when my 7-year-old piped up, 'No, you're not! You're an artist!' Why, yes, I am." @ Shoshana Pfeiffer

Mom 2.0 Summit

Earlier this year, a handful of Publicis leaders came together in Austin, Texas, at the 10th annual Mom 2.0 Summit. Michelle Mirshak worded it perfectly: "From an industry perspective, we gained a better understanding of the perspective of the content creators. They are the storytellers, and how they interact with brands and advertisers is important to understand."

From a personal perspective, I was inspired by keynote speaker Brené Brown, a researcher who brought the conversation of vulnerability and shame to the global playground. Thanks to her and the plethora incredible content, I left the conference with a renewed sense of purpose and gratitude.

For more information:

Email us: 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



Guess where the newest chapter of VivaMama launched? A homemade Mother's Day brunch and handmade items to honor the mothers at Team One, Saatchi, and Conill, in Dallas.



Team One in LA celebrated with a great turnout of moms, dads, dog parents, and allies to enjoy mimosas, pastries, and a display of "Mommy and me" photos.



Showcasing our "Mom So Hard" VivaMama shirt, VivaMama Boston and Digita Parents Group (DPG) partnered to serve breakfast to all working parents in the Boston office, in honor of both Mother's Day and Father's Day and to show their appreciation.



You mom so hard. You work so hard. Conill LA honored mothers with a bagels, flowers, mimosas, and great conversation.



Business Resource Group (BRG) Updates



*Arnetta Whiteside
Zenith, New York
VivaWomen! of Color National
Co-Lead*



*Sonja Stanley
Moxie, Atlanta
VivaWomen! of Color National
Co-Lead*

Dallas, TX — On April 27th, VWOC Dallas joined with the community event “Blessing Bags Brunch” and created 300 Blessing Bags, which included nonperishable snacks, travel-sized toiletries, socks, grooming supplies, and other items essential to surviving life on the streets. We then distributed bags to people in need in the DFW area.



Blessing Bags for those in need.

Washington, DC — To celebrate Asian American and Pacific Islander Heritage Month, the DC Metro chapter hosted weekly trivia all month long in May. This event was hosted in conjunction with MOCA. The celebration culminated with GourmAsia, a tour of food that was influenced by Asian culture. There were East Asian, South Asian, Middle Eastern, and Caribbean stations. At each station, attendees could chat with the station host about the cuisine as well as watch a short video on the topic, with hopes of learning more about the culture. We found that several were surprised to learn of the influence that Chinese and Indian people had on Caribbean food. The event was very well attended and served as an enjoyable networking opportunity for the Arlington community.

San Francisco, CA — In the United States, one in three women and one in six men experience some form of sexual violence in their lifetimes. In support of Sexual Assault Awareness Month, the San Francisco chapters of VivaWomen, VivaWomen of Color, and Égalité came together to raise awareness of sexual abuse and educate the community on how to prevent it through self-defense. Krav Maga is a form of self-defense training that combines self-awareness, assertion, and verbal skills to enable someone to escape and protect themselves from being assaulted, while also building mind and body strengthening abilities.

New York, NY — The #IamRemarkable initiative strives to empower women and underrepresented groups to speak openly about their accomplishments in the workplace and beyond, thereby breaking modesty norms and glass ceilings. The New York chapter hosted a workshop on April 30th that was facilitated by Google. The workshop highlighted the importance of self-promotion in careers and provided participants with tools to practice this skill.

For more information:

Email us: vivawomenofcolor-us@publicisna.com

Visit our Facebook group: [VivaWomen! of Color—Publicis Groupe](#)

Hashtag: [#PGVivaWOC](#)

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

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: [Melissa Nelson](#)

Blue 449: [Kerry Marchetti](#)

Digitas: [Erica Casey](#)

Digitas: [Erin Quill-Keough](#)

Digitas: [Ronnie Dickerson Stewart](#)

Epsilon: [Laurie Fry](#)

Fallon: [Julie McBride](#)

Fallon: [Karen Rogers](#)

Marcel: [Alicia Case](#)

Moxie, MRY & Zenith: [Jennifer Randolph](#)

MSL: [Alina Diaz](#)

MSL: [Mark Zangrilli](#)

MSL: [Paul Marinello](#)

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: [Laurie Mellon](#)

Publicis Health: [Shannon Boyle](#)

Publicis Media: [Barbara Jobs](#)

Publicis Media: [Brian Berg](#)

Publicis Media: [Brian Vaught](#)

Publicis Sapient: [Geraldine White](#)

Publicis Worldwide: [Akash Sen](#)

Re:Sources: [Fran Lopez](#)

Re:Sources: [Jeff Crump](#)

Saatchi & Saatchi: [Akash Sen](#)

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

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

Spark Foundry: [Marie Myszkowski](#)

Starcom: [Alison Moriarty](#)

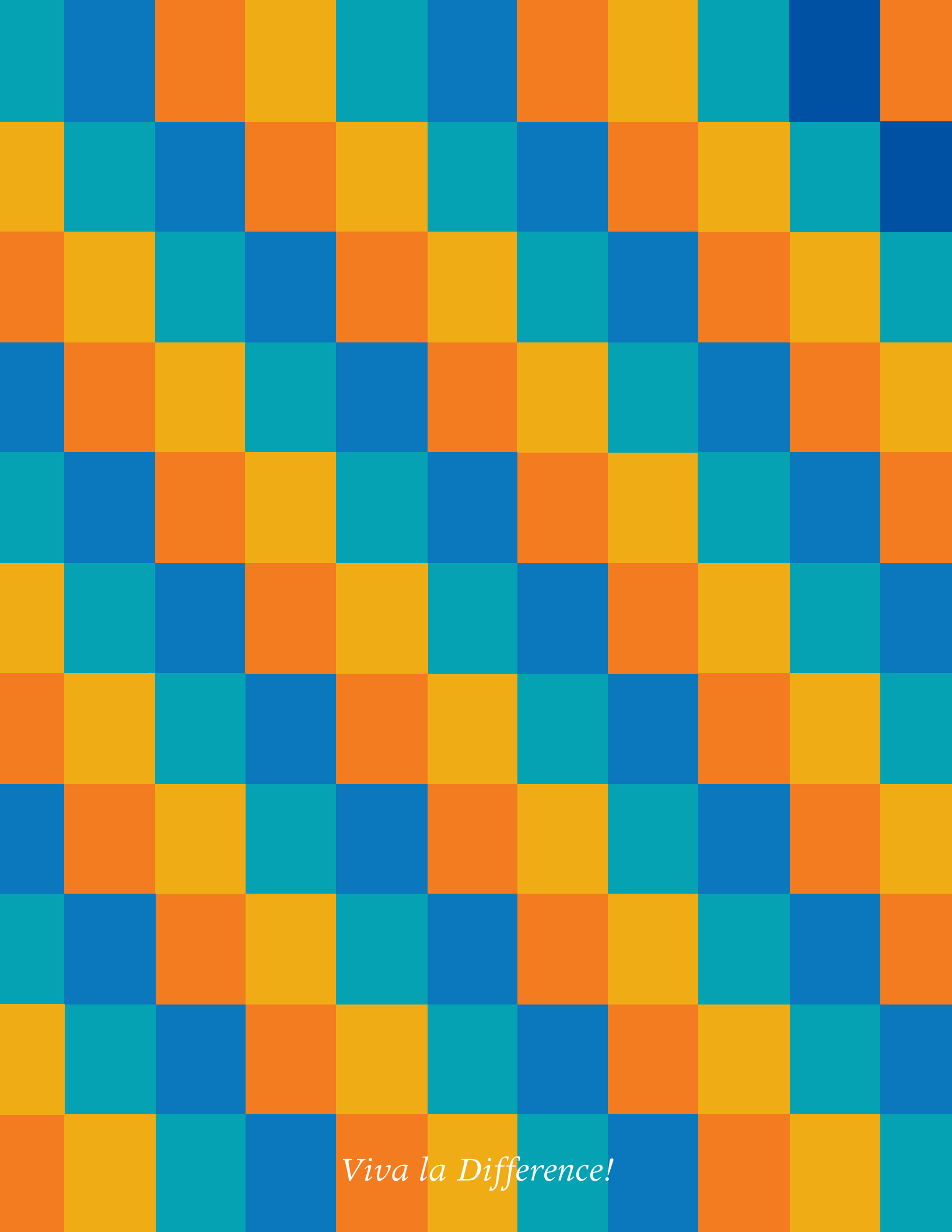
Publicis Groupe also has a core Talent Engagement & Inclusion Team, which is responsible for the strategy, planning, and execution of the many programs available to all talent and for the publication of this quarterly. Feel free to reach out to us with any questions, comments, or ideas you may have:

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Viva la Difference!