



Q4 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

Dear Members of the Publicis Groupe Community,

It has been an exceptional thirteen years serving Publicis Groupe and its agencies, and most importantly each and every one of you. I will be leaving Publicis Groupe in the middle of January and, while it was not an easy decision, it was the right decision for me and the next step in my career.

Working with you has been an absolute pleasure and privilege. Championing and assisting you to create engaging and inclusive work environments that embrace the diversity of all our talent has been my greatest joy and learning experience. I take a great deal of pride in knowing that the work done by me and my team has helped support Publicis Groupe's *Power of One* positioning.

Many of you have supported and assisted in the development of our twelve business resource groups (with 81 chapters); contributed to our quarterly TE&I newsletter reaching all of our 30,000 people; coordinated the delivery of our professional development workshops built on differentiated learning; brought different groups together through real experiential activities that have changed lives; supported the rollout of inclusive policies; pursued a wide variety of partnerships; and evolved your own professional development learning agenda geared toward making Publicis Groupe ever more engaging, diverse, and inclusive. For all of this, I celebrate you. I leave you hoping that you will continue to enrich the foundation of what has been started for our talent, our agencies, and our clients' success.

I am truly honored to have served you. Thank you for your partnership and your friendship.

Peace in the journey,

Sandra

Upcoming Professional Development Opportunities & Events

Upcoming 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. Click on one of the offerings below to register.

Everyday Bias	New York	January 29
Real Talk	Boston	February 11
Efficacy for Women	Miami	February 12
Inclusive Recruiting	Atlanta	February 19
Inclusive Leadership	San Francisco	March 10
Managing Inclusion	Los Angeles	March 12
Everyday Bias	Detroit	March 19
Efficacy for Women	New York	March 23
Inclusive Leadership	Dallas	March 24
Real Talk	Atlanta	April 1
Efficacy for Women	Boston	April 9
Inclusive Leadership	Arlington / DC	April 10
Managing Inclusion	Chicago	April 21
Everyday Bias	Irving	April 28

Every Day Bias

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 Every Day 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.

Efficacy for Women

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.

Inclusive Leadership

Inclusive™ Leadership fosters inclusive leadership competencies, experiences, drivers, and traits in senior executives and mid-level managers so they may leverage the diversity of the workforce and the marketplace to achieve organizational and market success. Engineered by diverse, cross-industry teams of deep inclusion and leadership development experts, The Inclusive Leadership workshop transcends current approaches to inclusion and diversity. Where standard approaches solely focus on creating diversity champions, Korn Ferry focuses on creating leaders who inclusively seize unprecedented opportunities, identify possibilities in uncertainty, and successfully navigate never-before-seen perils in ways that lead to sustainable growth.

Inclusive Recruiting

Inclusive Recruiting takes recruiters and hiring managers through the latest diversity thought leadership and teaches practical best practices to ensure your organization has access to the best talent available. The program increases participants’ understanding of the impact that unconscious bias can have on the inclusiveness of the process and outcomes. Provides HR professionals and hiring managers a competitive advantage in attracting, hiring and retaining top diverse talent.

Upcoming Professional Development Opportunities & Events

Managing Inclusion

The Managing Inclusion workshop provides tools that enable managers to create the kind of environment in which all employees, regardless of their aspects of diversity, can contribute their best work and experience continuous growth. Program participants will learn how to increase awareness surrounding issues that can impact talent management, engagement, productivity, teamwork, and innovation.

Real Talk

The Real Talk workshop provides a clear understanding of the impact of communicating well. This workshop supports participants in using real talk communication to improve workplace interactions and drive bottom-line results. Participants will be challenged to think about patterns or tendencies in their communication and how those tendencies could hinder or support their intended messages. Participants learn how to identify the common barriers that can get in the way of using real talk and participate in interactive activities to help address “sticky situations” that may be encountered in the workplace. Practicing using real talk in a specific situation will help strengthen participants’ confidence and skill in consistently using this approach on the job.

News From Across Publicis Groupe



Sandy Mayer
Conill

“It’s incumbent upon brands to mandate inclusion in advertising. Marketers have enormous power and it’s their responsibility to see real, non-clichéd diversity and inclusion in advertising.”

—Claire Beale, Editor-in-Chief, *Campaign Magazine*

“It’s not enough to believe in gender equality. It’s important to act on it. Don’t be an ally. Be an actor.”

—Pankaj Bhalla, Vice-President, *Shave Care at Procter & Gamble*

“It’s not that women are better than men—we just don’t have our masculinity to prove. We need to be brave. Please rise to the occasion. The future depends on it.”

—Jane Fonda, actress and activist

These are just a few of the inspirational quotes heard at the Women’s Forum Global Meeting this past November in Paris. The Women’s Forum is an impactful global conference, owned by Publicis Groupe, designed to bring

about a more inclusive, equal world. Thousands of people convened at the Carousel du Louvre to share their concerns about the ongoing emergency to recognize and improve women’s contribution to the economy and society, and to discuss the necessary reinforcement of the rights of women and girls everywhere. The theme “Taking the Lead for Inclusion: Accelerating Impact” focused on five key tracks that invited leaders to question their assumptions: climate change, gender bias and AI, female economic empowerment, women’s access to health, and the representation of women and girls in STEM. These “Daring Circles” functioned as cross-industry working groups and prompted individuals to act in order to achieve greater impact within their organizations and communities.



Sylvia Gutierrez
Team One

One session that stood out was “Leaders Taking a Stand.” In this panel, host Star Jones interviewed courageous leaders who took an inclusive stand on thorny societal challenges such as toxic masculinity. Pankaj Bhalla, Vice-President of Shave Care at Procter & Gamble, presented his personal story of risk and redemption. Even after threats to himself and his family, he bravely decided to continue running Gillette’s short film “We Believe: The Best a Man

Can Be” which challenges men to say the right thing and act the right way.

Another highlight was the *NY Times* debate on the key to inclusion. In this lively discussion, two opposing teams deliberated on whether we must build ground-up change by involving women and minorities or rely on the power white male privilege to cultivate the change. Karima Silvent, Global Head of HR at AXA Insurance, defended the role of white males by saying “You don’t create inclusion by starting with exclusion.” Distinguished Senior Fellow Heather McGhee countered that argument, indicating that “It’s time to force a rebalance of power whether the dominant group likes it or not.” (Another crowd-pleasing zinger: “Men know we’re creative, innovative, intelligent. If they didn’t, they wouldn’t have spent so many years holding us back.”) In the end, it was the team welcoming and empowering minorities that won.

News From Across Publicis Groupe

The experiential session “Engaging Men for Equality” was inspired by the Men Advocating Real Change (MARC™) whose initiative supports organizations interested in developing men as allies and inclusive leaders in the pursuit of gender equity in the workplace. The moderators engaged participants by challenging their understandings and beliefs around equality and prompted them to reflect on how they can change the conversation and drive actions inside and beyond their organization. This session immediately built awareness and increased empathy and an understanding of the dynamics and implications of gender inequity. Participants wrapped up the session with a commitment of two or three immediate actions they would take to advance gender equality.

Perhaps some of the most powerful components of the conference were the calls to action that concluded each session. These action steps encouraged conference participants to commit to taking positive steps to building a more inclusive and equitable future. Something brave and daring indeed.



Our U.S. delegation to the 2019 Women's Forum on the roof of Publicis Groupe headquarters.



Private screening of WOMAN with Maurice Lévy and Kristen Scott Thomas introducing the directors, Anastasia Mikova and Yann Arthus-Bertrand.



*Philip McKenzie
MediaVillage Columnist*

The Multicultural Talent Pipeline Turns 10

As originally published on MediaVillage.com on November 10, 2019,
by Philip McKenzie:

<https://www.mediavillage.com/article/the-multicultural-pipeline-turns-10/>

* * *

Lack of diversity has been a primary cause of concern in the advertising industry and the calls for more action have only gotten louder over the years. [Publicis Media](#) created its annual [Multicultural Pipeline Program](#), a two-day workshop, to expose potential new talent to the advertising and marketing industry. The tenor of this year's event was distinctly different, as the MCTP passed an important milestone in celebrating its 10th anniversary.

Ten years marks a significant inflection point and affords everyone involved in this program the opportunity to examine both its legacy and its future. We have an opportunity to reflect on its mission—i.e., to address the perceived pipeline issue that serves as an impediment to inclusivity in advertising—and engage MCTP alumni who can share their perspective.

MCTP alumni shared their thoughts on both the program and their early careers. In their testimonials, it became clear that exposure is essential but is just a first step. Addressing the pipeline challenge inherent in creating a diverse workforce means bringing MCTP alumni wholly into the organization. For the MCTP to be successful, it must act as a bridge to an audience that might not know much about the world they could potentially be entering.

"The excitement in the room and the energy of the Publicis facilitators left an impression on me when I was at the workshop," says Tyler Faush, currently a supervisor at [Starcom](#) and MCTP Class of 2016. "As a student, I was still unclear what path I wanted my career to take. But once I was immersed in MCTP, it began to crystallize that Publicis Media was an environment I could see myself thriving in."

Mduduzi Hlatshwayo, a media planner at [Zenith](#) and MCTP Class of 2016 alumni, expresses a similar sentiment: "I didn't think advertising was a viable career choice for me because my perception was that you had to be a creative person to thrive. MCTP exposed me to different careers and types of people, and it became clear I could find my path forward at an organization like Publicis Media."

Publicis Media has also committed to hiring more people with STEM backgrounds, expanding its talent pool to include people with more technical "left brain" expertise.

MCTP, through focusing on students at critical career moments, has been able to latch onto talent that might have otherwise chosen a different route.

Support of MCTP has never been higher throughout the Publicis Media organization. The 10th-anniversary edition saw more than 80 volunteers and speakers, as well as 11 new sponsors and partners. This type of support is required for MCTP to both scale and accomplish its mission of reaching students. The workshop is free to students, which ensures that economics will not be a barrier to their participation. The proof is in the numbers: This year's gathering saw a 20 percent increase in student attendance over 2019. The spike in student participation provides substantial evidence that the type of real-world applications a program such as MCTP can have in their lives is invaluable. "Seeing professionals on the stage who look like me having success in their respective careers gave me the confidence to join full time," says Chianne Jolly, Starcom media associate and MCTP Class of 2018.

News From Across Publicis Groupe

The impact of MCTP does not begin and end at the workshop. The program's influence can be felt in the commitment to mentoring and training its alumni. "I am encouraged to build relationships and make deep connections throughout the organization," says Starcom's Faush, adding that "we have been given an incredible set of tools and now we have to utilize them in service to our clients and our careers. MCTP set all of that in motion."

There is still heavy lifting to be done when it comes to achieving the industry's diversity goals. Publicis Media, through the decade-long stewardship of its MCTP workshop, has consistently striven to be an active participant in doing some of that lifting. Engaged Publicis Media professionals, partners, and MCTP alumni are integral stakeholders in the notion that the next decade can be even more successful.



Publicis Groupe's Multicultural Talent Pipeline Class of 2019.



Visit @PublicisMedia on Instagram to see the MCTP testimonials from alumni and Inclusion champions.



*Maddie Berkvam
Razorfish Health*

3% Conference Poetry of the Before and After

Did you know that at the 3% Conference's inception only 3% of Creative Directors were women and that very few were people of color? With this gender disparity in the workplace, the 3% movement was born to advocate for women in the workplace. The organization has been working diligently over the years to balance the ratio and today 29% of Creative Directors are women. I was thrilled to be selected to attend this year's 3% Conference. There is still considerable work to be done to ensure that 50% of Creative Directors are women and here for collective consideration are my thoughts and learnings from the conference on how to get us there.

I was thrilled to be selected to attend this year's 3% Conference. The 3% Conference tackled many problems women face in the workplace, but I noticed two main themes in all discussions: as business professionals, we tend to struggle with lack of vulnerability; and fear of change. I don't think this cause is about placing blame, but rather, about taking responsibility and coming forward with solutions. If we can embrace our emotions and

weaknesses, and more importantly, be open about them, we can start to build genuine trust and empathy between our peers *and* our consumers.

To gather my thoughts after the conference, I wrote a poem to reflect some of the ways my perspective has changed due to the event.

How do we rise from 3 percent?
They said it's about attention to impact
Not just intent
It means
Less "creative manspreading"
It means
More diverse spearheading
It starts with trust
It implores
That vulnerability is a must
It's about protecting ambition
And raising men
Who see women as competition
They told us to holster our negativity
To draw our weapons
To shoot for ruthless creativity
They said the best way to complain
Is to make something

Don't concede to some ball and chain
We don't need female empowerment
The standard
Back-handed compliment
Another ego
Or privilege-coated accomplishment
We're here to fuel the movement
To ask you to join the cause
End the everyday inequity
Enforce it with more than just laws
Truly, this poem
Is to say there's hope
There may be many of us
At the end of our rope
But the loud get listened to
The loud get clout
And until we see change
We plan to shout



By Casey Hudetz
Digitas

A Time for Man-trospection at the 3% Conference

“Men, this conference is for you,” declared the opening speaker Wade Davis at this year’s [3% Conference](#).

What the? That was not the first thing I expected to hear at an annual gathering focused on gender disparity in the field of advertising. I assumed it was primarily for women and I was there to listen from a seat in the back. However, as I looked around the grand ballroom, I saw knowing nods and affirming applause. This conference was for me and I better listen up.

When I was asked to write this article, I hesitated. This! I thought. This is what the world needs in 2019. A mansplanation of a women’s conference. But here we are.

This year’s event, which was founded eight years ago by Kat Gordon to shine a light on the fact that only 3% of creative directors were women, was hosted at Navy Pier in Chicago. The venue was built a century ago to support commerce and the exchange of goods. Over the two-day conference, it was a place to support discussion and the exchange of ideas. A man-made structure which evolved to suit the needs of the time made for an appropriate setting.

This year’s theme was “the 29%,” meant to symbolize the conference’s goal of having 29% of their attendees be men. Latest research shows that’s the representation of women creative directors, and they wanted men to experience the exact ratio of their female peers for a couple of days. There was a lot of thought put into this theme, from the diversity of speakers to the 29% of yellow pages in the printed program.

I was honored to be one of the few men chosen from Digitas to go. I saw my attendance as an opportunity to ask certain questions. I wanted to be man-tentional™ (last one, I promise) about my time and find insight into different ideas I wonder about. How can I [support the work of my female colleagues](#) but not seem patronizing? How can I see my female colleagues as equals but also empathize with the unique challenges they face? Is “female colleagues” even the right terminology to use? I had a lot on my mind.

There were many moments at the conference that will stay with me. I was proud to cheer on my colleague Ronnie Dickerson Stewart when she received the much-deserved [Nancy Hill Award](#). When two students shared their experience of [starting a feminist group](#) at their all-boys high school, I was inspired by their compassion and resolve (plus a little embarrassed to think of how little I was doing at their age). I felt the conference message in a new way when [Clark Street Bridge](#) performed a particularly relevant and powerful rendition of “Stand by Me.”

As a designer interested in emerging tech that can actually help people, two talks stood out to me. Representatives from both Google and The Geena Davis Institute spoke about how they used machine learning to [review 2.7 million ads on YouTube](#) to identify the frequency of negative stereotypes (spoiler: a lot). Those insights helped them figure out how to realign their work to reflect their values.

Another innovative example came from [Myra Laldin](#), the CEO of [Vectre](#). She discussed how her team conducted gender-bias training with [virtual reality](#). Placing trainees into fully immersive scenarios to elicit empathy proved more impactful than a company mandate to simply “be more inclusive.” It was inspiring to witness these tools being used in ways that made an impact.

My time at the conference also led to self-reflection. As much as I like to consider myself a supportive member of a gender-inclusive work environment, I know there are times when I fall short.

I reconsidered groups I had started or belonged to that were definitely boys' clubs. Were they meant to be exclusionary? Of course not. But it happened. One speaker talked about pattern matching: how the exclusionary status quo can perpetuate the exclusionary status quo. Expanding my understanding and vocabulary around this will help me reframe and improve my professional (and personal) decisions moving forward.

Another concept that stuck with me was the "Qualified Quiet." The author Meredith Fineman discussed the professionals (predominantly women) who have stellar work but don't know how to showcase it. I wondered how I might champion my talented colleagues at Digitas who are perhaps too modest to fully shine. It feels like a personal challenge.

Through the personal stories and professional struggles, the problematic stats and powerful statements, there was always an underlying message of hope, strength, and inclusion. The organizers balanced speakers from all walks of life, and their goal to engage the men in attendance, I believe, paid off.

I left the conference with a head full of ideas and was greeted by a chilly Chicago evening. I saw passengers exiting the iconic Ferris Wheel. They were returning from a place of unexpected heights where they saw the landscape in a whole new way. They came back to reality with new stories to tell and a new appreciation for a place they perhaps took for granted.

This, I thought, this is a feeling I can relate to.



Digitas's delegation to the 2019 3% Conference.



Lois Castillo
Leo Burnett

Leo Burnett Celebrates Diversity with The Every Day

We are Leo Burnett. We represent every race, every gender, every age, every level, every sexual orientation, and every voice—loud and clear. On September 4, 2019, we hosted our first-ever Inclusion Day, themed *The Every Day*, to celebrate the multitude of people and ideas at Leo Burnett Group.

As an extension of the agency's Create Greater Than—a culture initiative geared toward making the workplace safer, healthier, and more open—The Every Day offered employees the chance to step away from work to share and celebrate the diverse perspectives and experiences that fuel our agency.

For a full day, Burnnetters attended thought-provoking workshops and engaged in honest conversations. In keeping with the theme, every session was designed to impart insights and tools for enhancing the consciousness and thought we bring to our interactions with each other and our clients, and to the work that we create for people to see and engage with—every day.

Among the 16 sessions offered to employees, topics included ageism, race, gender, and power and privilege. The agency's ERGs, including ParentKind, Égalité, Sage, Conscious Mind, Shades, Burnett Vets, and AZNCY, hosted multiple interactive workshops for attendees. We also had sessions hosted by our external partners and sister agencies, with Google, MSL, and Digitas touching on topics that included speaking up as a minority and bystander intervention.

Such open, vulnerable discussions offered Burnnetters the opportunity to engage with industry leaders and co-workers alike, all united by the same goal: engaging each other in conversation, sharing our stories, and deepening our empathy and skills as allies in the workplace.

With The Every Day, we took tangible, meaningful steps to make every day better at Leo Burnett.



Every race. // Our employee resource groups, including @shades.leoburnett and @azncy.leoburnett, provide safe spaces for individuals who identify with them to navigate and celebrate their cultures. The two groups brought together their members—including Yi Ma and Elise Cowan—for an open discussion about the harmony between culture, music, and food at the "All for One" session.

Yi's every day: "My uniqueness comes from having three cultural identities: 15 years of Chinese heritage, 15 years of U.S. life, and now the mixture of both. And I appreciate the experience of working here, with people who make my daily life even more unique."

Elise's every day: "As an African-American woman, every day I ensure my community is properly represented and valued, and we as an agency make a constant effort to add more color to our work." #1bdayinthelife

News From Across Publicis Groupe



Every age. // Senior analyst and board member of Sages, our new ERG focused on ending age discrimination, Demiah Bryant shared his one-of-a-kind work-life experience with younger employees on The Every Day. Here he chats with colleagues at the “Exploring Pronouns to Create a Trans-Affirming Workplace” session.

Demiah’s every day: “My unique element at Leo Burnett is that I’ve been in four different departments within Leo Burnett Group: Arc Digital, Arc Operations, LB Production, and LB Finance. I was fortunate to have the same team members the entire time. It’s exciting to have a team that challenges each other and fires on all pistons together. #lbdainthelife



Every Level. // As she leaves Antoinette Carroll’s “The Future of Design Leadership” session, EVP, Strategy Director Pushpa Gopalan catches up with a fellow Burnetter. Being an EVP, Pushpa strives to set an example for employees at every level when it comes to making time for simple things during the every day.

Pushpa’s every day: “I come to work every day as a mother, as a daughter of parents who live two continents away, as a product of three cultures—Indian, German, and American—and as someone who has worked here for 19 years and loves the place. So, I’m very aware that my every day was hard-earned and hard-fought-for [by those who came before me], and I try to live up to it. It’s about making the daily count.” #lbdainthelife



Michael Sandler
Publicis

“The Moment” Reminds Us to Never Be Complacent About the Gender Pay Gap

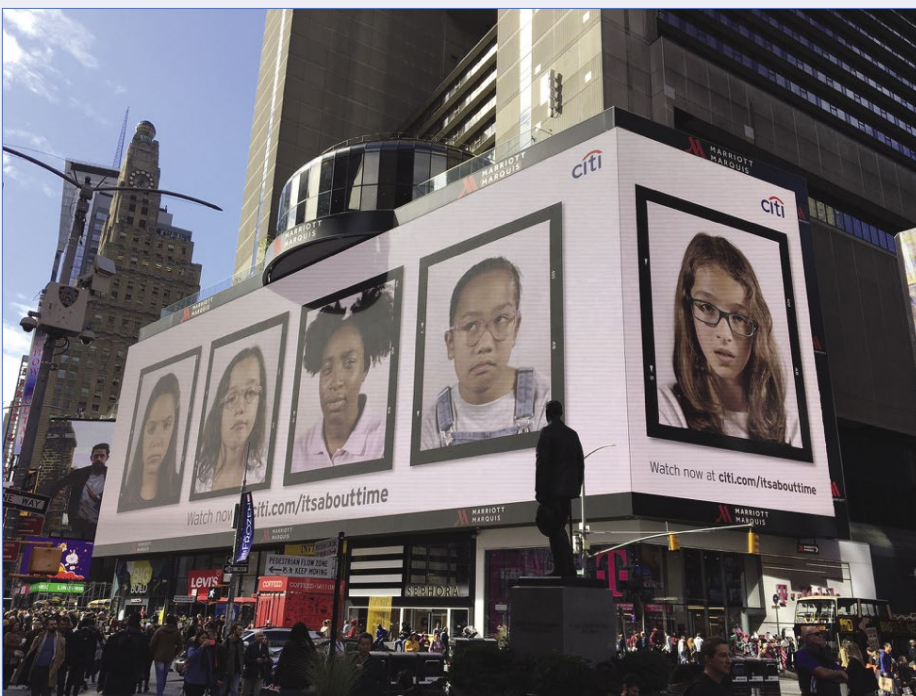
Closing the gender pay gap is an issue that our client, Citi, is committed to. Citi is the first financial institution to disclose their raw pay gap numbers in 2019. As adults, we're familiar with the issue, and we've become complacent about the gender pay gap. But children see the world through pure eyes and clearly see the difference between right and wrong—and that's how “The Moment” was born.

We told the children of Citi employees about the gender pay gap for the first time and had renowned female photographer Kelia Ann MacClusky on hand to capture their reactions in a series of compelling portraits. We also developed an emotional film around the creation of the portraits that reminded viewers not to be complacent and demonstrated Citi's commitment to the issue. You can watch the film here: www.citi.com/itsabouttime

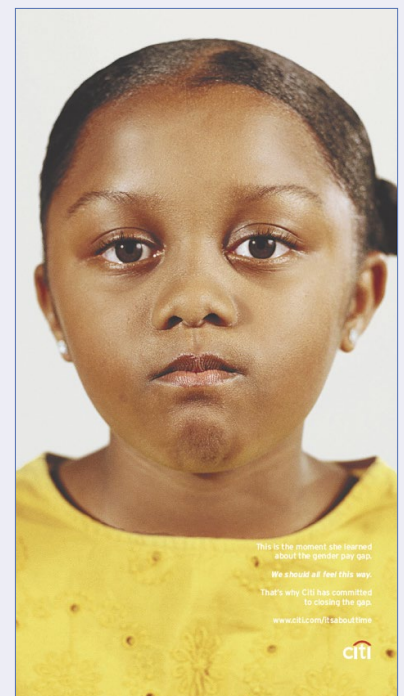
The campaign was launched to coincide with International Day of the Girl on October 10. With clients on hand, we debuted our creative in Times Square with an hour-long takeover of one of the largest digital billboards in the world. We also ran full-page ads in the *New York Times*, *Washington Post* and *LA Times*. Our teaser video ran on Instagram, Twitter, and Facebook, driving viewers to the full video.

The work from the campaign was also featured at the TIME 100 NEXT event where up-and-coming influencers were honored by *TIME* magazine. The film was played for the attendees and two of the girls gave the toast of the night, which was met by a standing ovation.

This project is a reminder of the *Power of One*. And of course, a reminder to never be complacent in the face of discrimination.



“The Moment” one-hour takeover in Times Square.



Full-page ad in the New York Times.



Michelle Edwards
Heartbeat

Take a Stand

This year, I was one of a handful of employees of Publicis Health who were honored to receive an opportunity to attend the ADCOLOR conference. For those of you who may not be aware of it, ADCOLOR champions diversity and inclusion in the marketing, advertising, and entertainment industries. Although I was excited to attend, I admit that I wasn't all that familiar with the conference and didn't really know what to expect.

However, from the very first session on the very first day, I quickly understood what past conference-goers described as “life-changing.” By the second day, I was overwhelmed with emotions from listening to the stories and journeys of great leaders, activists, and trailblazers—people who look like me. People who have been the “only,” the “other,” and the “different” in their professional lives—just like me. Throughout the event, I found myself overcome with emotions by simply looking around the room. For a black woman who rarely experiences moments like these, it was a beautiful sight that literally took my breath away!

This year's theme was **Take a Stand**, and this powerful theme comes to life for different people in different ways based on individual experience. “Take a stand” truly meant something different to each of us. For me, it was a call-to-action. It was a self-reflection. I asked myself, *Am I taking a strong stand enough? Am I speaking up enough? Am I reaching back enough?*

Part of my self-reflection was to recognize how fortunate I am to be a part of an exceptional agency. Compared to the average of 21% diversity in the advertising industry, Heartbeat's percentage is an astounding 41%. We invest a lot of time and energy in creating an inclusive environment and developing our talent—in fact, 48% of our promotions in 2019 were awarded to our diverse talent. But is that enough? How can we do even better?

After the ADCOLOR conference, I returned to Heartbeat with a new perspective and a new sense of self. I showed up to work inspired and ready for action. Emotionally charged, I wrote a 6-step Diversity and Inclusion strategy the day I got back to the office. I then presented it to my leadership team shortly thereafter. This strategy outlines how to get everyone in the agency excited about and involved in recognizing the value of expanding diversity and inclusion within our organization. Beyond my strategic planning, I came together with fellow ADCOLOR employees at Publicis Groupe to share our learnings with other Publicis employees.

When I asked myself at the conference if I was taking enough of a stand, the answer was a resounding *no*. In order to properly take a stand, I need to speak up every single time something doesn't seem right. I need to stand my ground to make changes. I need to ensure I'm not the “only” in leadership meetings. I need to say more. I need to do more. I need to advocate more. I need to “reach back” more. I need to take a stand more.

With Heartbeat and Publicis Health supporting me and all employees who are people of color, taking a stand is no longer a far-off goal for me, but a realistic and attainable way of life.



*Erin Person
Starcom*

AfroTech

Arriving at the Oakland Convention Center this past November was rewarding in itself. The warm California sun wasn't solely responsible for my reenergizing feelings—it was primarily due to the thousands of beautiful and intelligent African Americans alongside me who were also seeking community, encouragement, and ways to advance in their careers.

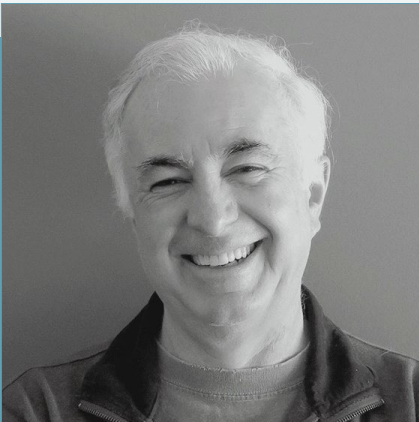
Over the course of three days, AfroTech offered information sessions on various hot topics within the tech industry (new targeted ad software, innovations to AI technology, etc.) including additional topics involving personal and corporate branding, goal setting, diversity, and how to cultivate social impact within the technology space. It was refreshing to share a space where thousands of African American professionals had the freedom to show up as our authentic true selves. From our clothing and hair to the type of music that was streaming throughout the venue, we were unified and celebrated. A powerful fireside chat entitled Healthcare Technology and Equity, led by the late Bernard Tyson, inspired community. Here Tyson

described his experience working in the healthcare industry and how he used his platform to promote inclusivity and diversity through technology. To me, the most memorable advice that he bestowed on the audience was the importance of finding someone in your company who is a mentor and also finding a sponsor—and being able to distinguish between the two. An encouraging session entitled Unconventional Pathways, sponsored by Apple, highlighted ways to be innovative and creative in any role. This session really inspired listeners to take control of their careers and find ways where they can innovate.

AfroTech also brought together major influential tech companies to display their new tech products and discuss their diversity and inclusion initiatives. Companies like Adobe and Amazon promoted their Black Employee Networks, stressed the importance of having one and highlighted other action steps companies can take to provide inclusive environments to employees who are underrepresented.

My experience will stay with me as I continue to navigate my personal and professional development and hope that more companies continue to recognize the value in this conference and continue to support it.

Business Resource Group (BRG) Updates



Dave Shea
Heartbeat, New York
Cool Grays Founder & National Lead

No matter what your age, chances are you've wondered and, very likely, worried about getting old in the advertising business. As we all know, aging in our industry can be brutal. Some figures suggest only 6% of our fellow full-time workers are over 50.

That's why we've created the Cool Grays, Publicis Groupe's newest Business Resource Group (BRG) that's pledged to celebrate, inspire, educate, leverage, and support the members of our company who are OVER 50, and at the same time, find ways to minimize the fears that everyone UNDER 50 may have as they gain more and more seniority.

In our proposal to the Talent, Engagement & Inclusion team, some of the key objectives we put forth include:

- *Providing older Publicis employees the information and support they need as they enter the later chapters of their professional and personal lives.*
- *Elevating the visibility and value of this community so that the experiences, insights and skills they've acquired through the years can be shared with fellow employees and hopefully be used to grow and strengthen client relations.*
- *Exploring ways of increasing the percentage of over-50-year-old employees in a manner that benefits everyone, including the Groupe's bottom line.*
- *Finding ways to minimize or even eliminate the fear of aging in this industry.*
- *Ensuring employees are given every opportunity to interact, learn from, and inspire each other, regardless of the year they were born.*

In late 2019, the Cool Grays held its first two meet-and-greets in New York and had quite a turnout, including several millennial, Gen X and Gen Y representatives. In 2020, we have a lot planned and a lot to accomplish. With your help and involvement...no matter how old you are we can make aging in our industry a totally cool thing to do.

Please join our distribution list for more information by registering through Publicis Groupe's BRG Portal here: <https://tinyurl.com/y8ycc2um>

Note: As a new BRG, the Cool Grays will be establishing itself in New York first, and will roll out to include other interested locations later this year.



Discussing aging in advertising at the Cool Grays' first meet-and-greet in October.

For more information:

Email us: coolgrays-newyork@publicisna.com

Hashtag: #PGCoolGrays

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

Business Resource Group (BRG) Updates



Alicia Case
Marcel, New York
Égalité Global Co-Lead

Every year, the month of November shines a light on the trans community. So often, LGB gets a lot of attention as 90% of people know someone who identifies as lesbian, gay, or bi, and only 14% know someone who identifies as transgender. A sharp contrast between those numbers is why Égalité put some much needed emphasis on programming during Trans Awareness Week, which took place November 13–20. Trans Awareness Week and Transgender Day of Remembrance (which took place on November 20th) both celebrate brave and thriving trans people while also shedding light on those who have been discriminated and victimized simply for being who they are. This year, we truly felt all the chapters rally behind the trans community in innumerable ways. Across the country we organized speaker panels featuring some of Publicis Groupe's trans employees, changed conference room names to those of victimized trans people who were murdered or died by suicide in 2019, and took to our social channels and shared success stories from impressive trans activists and leaders. With all of the above capped off by efforts undertaken to further progress our internal policies for the benefit of our trans talent, this was a month for the books!



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

Jenn Renoe, one of our out trans colleagues and Égalité board member, put this in an email to leadership after hearing about the work we will pursue on updating the trans-inclusive health benefits, *"I think this is outstanding. I can't tell you how much I appreciate your willingness to champion this cause on our behalf. As I've said, and will continue to say, it's allies like you that make Publicis a place I'm proud to call home."* As Égalité leaders, this is the message that reaffirms the work we are doing every damn day.

Since this is never just a week or day of effort, as we enter 2020, here are a few items on our agenda:

- working to have gender-neutral bathrooms across our agencies
- adding pronouns into Groupe-wide signatures
- updating language in our health policies to be more inclusive
- looking at our family planning policies to ensure they are as inclusive of all people who are starting families
- taking a look at how things may be gendered in our workplace and looking to add trans- and gender-nonconforming options into ways we identify our people

If you have other things you'd like to see, feel free to reach out to us here: egalite-us@publicisna.com

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



Giving our logo a trans rework.

Dana Martin
Jazzaline Ware
Ashanti Carmon
Claire Legato
Muhlaysia Booker
Michelle 'Tamika' Washington
Paris Cameron
Chynal Lindsey
Chanel Scurlock
Zoe Spears
Brooklyn Lindsey
Denali Berries Stuckey
Tracy Single
Bubba Walker
Kiki Fantroy
Jordan Cofer
Pebbles LaDime "Dime" Doe
Bailey Reeves
Bee Love Slater
Jamagio Jamar Berryman
Itali Marlowe
Brianna "BB" Hill
Johana 'Joa' Medina
Layleen Polanco
Ellie Marie Washtock
Elisha Chanel Stanley

The names of just some of the trans lives lost in 2019.



LaSaia Wade, Founder and Executive Director of [Brave Space Alliance](#), Chicago, IL. One of the many people highlighted in our social campaigns during Trans Awareness Week.

Business Resource Group (BRG) Updates

GENNEXT



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



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

As we enter the 2020s, we want to recall **GENNEXT**'s biggest achievements from some of our chapters throughout the country.

2019 was a big year for **GENNEXT** Chicago! They kick-started the year with a sold-out Headshots & Happy Hour event where members could receive professional-grade headshots. In the summer, our Chicago Chapter ran the first-ever "Go Hard" Summer Series where **GENNEXT**ers were encouraged to find their own definition of work-life-balance whether they wanted to work hard, play hard, or relax hard. Event-goers could engage in a round table discussion about workplace topics, attend a meditation session, and participate in a trivia happy hour. To close out the year, they raised money for the Ronald McDonald House Charities of Chicago with a festive, holiday hot chocolate bar.

GENNEXT Philadelphia has been busy, too! They hosted their second annual "Health and Wealth Week" full of awesome events for employees to attend. The week began with a "Benefits Refresher" aligned with open enrollment and received an overwhelming attendance. The week continued with a Home Buying Lunch and Learn, Mindfulness Sessions, and a Health and Wealth Fair that included local fitness studios including SoulCycle, Rumble, Barry's Bootcamp, and more! The week ended with a Thankful Friday event where employees could share what they are thankful for on boards posted throughout the agencies. In addition to the Health and Wealth Fair, they also partnered with a local charity to donate toiletries to local families in the greater Philadelphia area. **GENNEXT** Philadelphia is so excited to see what 2020 will bring!

GENNEXT New York is also looking to identify an additional metro lead. If you are interested in a leadership role within the organization in our founding city, please contact Alexa Ciccarelli and Margaret Walshe to discuss. Becoming a metro lead or board member is a great way to not only contribute to the type of programming events that are held, but also to make an impact on the culture of your city's network of young professionals. If you're interested in learning more about your city's board, email us gennext-us@publicisna.com or join our distribution list at <https://publicisgroupe.sharepoint.com/BRG/>.

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

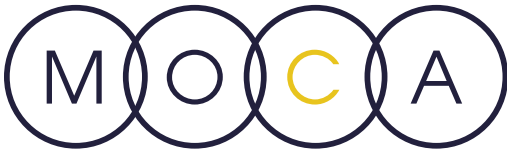


GENNEXT Philadelphia members getting free trail classes at the Health and Wealth Fair!



GENNEXT Philadelphia members putting together toiletry care packages for families in need.

Business Resource Group (BRG) Updates



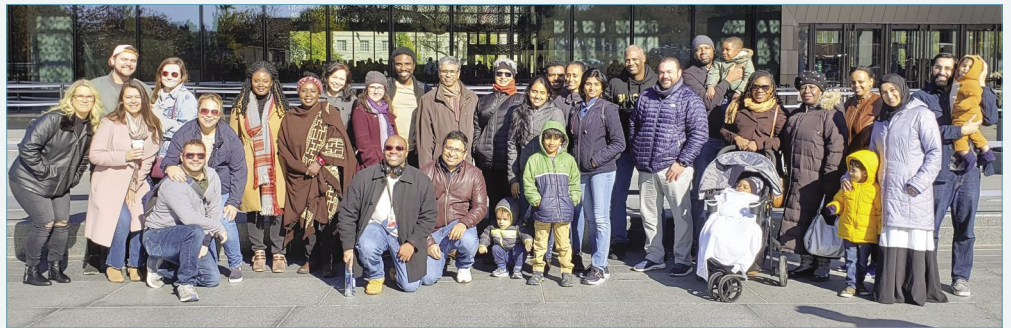
MEN OF COLOR ALLIANCE



*Carlos Sanchez
Starcom, Chicago
MOCA National Co-Lead*

Arlington/Washington, DC

In Q4, MOCA DC participated in the nationwide “Hello, Privilege. It’s Me, Chelsea” screening and discussion event. Additionally, the group co-sponsored a 40-person visit to the National Museum of African American History and Culture with VivaWomen of Color. Attendees took the opportunity to explore African American stories, histories, and cultures and considered how it shaped American culture and values, both then and today.



*Hasan Durley
Moxie, Atlanta
MOCA National Co-Lead*

Atlanta

The fourth quarter was filled with activity for MOCA in Atlanta! The group hosted an inaugural Mentorship Breakfast. Almost 50 young employees participated and benefitted from knowledge and insight from a panel of senior leaders representing both Moxie and Publicis Sapient. The panel was followed by open networking that is sure to spawn future relationships and opportunities for one-on-one mentorship.

MOCA also sponsored a Be the Match event on behalf of Publicis Media. The organization is responsible for connecting blood cancer patients with life-saving donors and we were able to sign up over 30 employees to join the donor registry!

Our grand finale was an end of year celebration in conjunction with VivaWomen of Color, during which we thanked our members and allies for their support and participation. Attendees enjoyed Jamaican cuisine, themed drinks, and lively music.



Knowledge and insight being shared from our experienced Publicis panel at the inaugural MOCA Mentorship Breakfast.

Business Resource Group (BRG) Updates

Chicago

MOCA Chicago has been very active this quarter and was able to bring forth multiple groundbreaking opportunities that were Publicis firsts! To start, the group partnered with Snapchat on a co-branded Ad Tech educational program, benefitting the underserved youth of the Woodlawn community on Chicago's Southside. Centering around our community outreach pillar, the program curriculum focused on creative and technical skill development, within a social media platform. In association with Leo's Vision Creative Lab (sponsored by Leo Burnett), an established program in the Woodlawn area, MOCA Chicago sought to leverage the benefits of teaching tech while providing a safe, creative, and educational experience for at-risk youth within the community. The curriculum gave the attendees a topline view of social media's role in marketing and a history on AR/3D, and featured a tutorial on filter creation through Snapchats Lens Studio. The goal of the curriculum was to introduce the children to their creative potential within the marketing industry, as well as its application through social media platforms. In addition, we partnered with Snapchat and were able to donate nearly \$1,000 of new school supplies!



Lastly, MOCA hosted a national Work and Watch event and in Chicago, we had a lot of support and co-sponsorship from VivaWomen, Egalite, BASE, Pan-Asian, VivaWomen of Color, GENNEXT, and Onyx, as well as participation from our agency family at 35 W Wacker participants including Leo, Starcom, Digitas, Pub Sapien, Spark, Moxie, Zenith, Performics, and Pub Media. This event was the first of its kind and allowed for simultaneous engagement across markets via a live chat. In total, we had nearly 300 individuals join the chat, which resulted in over 200 message exchanges. Overall, one of the major takeaways of the event is that it is not the job of the aggrieved to explain the prejudice. Chelsea spent a good amount of the documentary asking black people what they think about racism and privilege when it would have been really beneficial to spend more time talking to people who look like her. However, as a BRG we really want to ask and challenge our allies to begin thinking about ways to bring more non-POC/marginalized groups to the table. It is a great way to begin simply dipping your toe into the conversation. It won't make you an expert on anything, but can certainly get you or someone you care about started on the journey to becoming an ally.

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

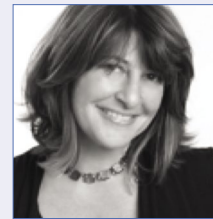


Jeannette Trout
Publicis Health Media, Philadelphia
Publicis Connects National Co-Lead

This quarter, we invited Publicis Connects Metro Co-Leads Diane Huber and Kari Adams to share an overview of what their chapter has been tackling in the New York market.

* * *

The New York chapter of Publicis Connects, Publicis Groupe's business resource group for HR, Recruiters, and Resource Management, launched a new lunch-and-learn series titled "Food for Thought" in Q4. Together, we took over leadership of the program in September and one of the first things we discovered was a budget that could be used to benefit our BRG. We wanted to try to generate more engagement and participation from our local members by providing learning opportunities that would enrich our BRG while having a bit of fun, too.



Diane Huber
Publicis, New York
Publicis Connects New York Co-Lead



Kari Adams
Publicis, New York
Publicis Connects New York Co-Lead

After a quick brainstorm, the lunch-and-learn "Food for Thought" program was born. We invested in subscriptions to several learning platforms including LinkedIn Learning, SkillShare, and Udemy, and then reviewed content to choose topics we thought our group would find of interest, including Time Management, Hiring Millennials, and Emotional Intelligence. We've also thrown in a couple of fun sessions like "How to make a perfect cocktail," and the quickest way to solve a Rubik's cube.

Our New York-based team will continue the program in the New Year thanks to the positive response and participation from the Publicis Connects New York members. Good news for next year: The Chicago and Philadelphia chapters plan to replicate the program in their own markets for 2020! Feel free to contact us directly if you'd like to do something similar for your own BRGs.

For more information:

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

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

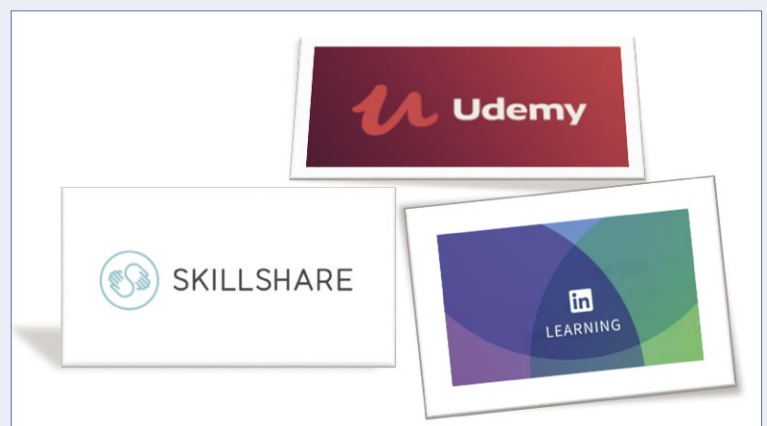
Hashtag: *#PGPublicisConnects*

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

Business Resource Group (BRG) Updates



Publicis Connects NY BRG members Kathryn Berg, Shannon Davis, Katie Clark, Diane Huber, Kari Adams, Lauren Szollosi, Cecelia Staub, Samantha Tom, and Mikayla Palumbo.



Learning Platforms for our video training sessions.



Publicis Connects NY BRG members (L to R) Abigail Caparros-Janto, Diane Huber, Kari Adams, Lauren Szollosi, and Cecelia Staub Samantha Tom.

publicis connects PRESENTS

Food for Thought

GRAB LUNCH AND A NEW SKILL

FRIDAYS AT NOON
29th Floor, Room 102 Spruce

October 25 th	How to Negotiate
November 1 st	How to Hire Millennials
November 8 th	How to Manage Conflict
November 15 th	How to Solve a Rubik's Cube
November 22 nd	How to Manage Your Time
December 6 th	How to be Emotionally Intelligent
December 13 th	How to Have a Difficult Conversation
December 20 th	How to Make the Perfect Cocktail

Publicis Connects Lunch-and-Learn Series!



VIVAMAMA

Business Resource Group (BRG) Updates



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

I spent the last few days reflecting on 2019 with a warm heart and proud smile. VivaMama continues to build a solid foundation from which we grow. And it starts with each and every one of us knowing and being our best selves and knowing when to step up and when to step down.

Over the last year, we've more than doubled in size, we've quadrupled in vision, and have created task forces to help accomplish our lofty goals. Let it be known to the world, and to *you*, my accountability partners, that, in 2020, VivaMama commits to work with Publicis Groupe on harmonizing 1) Milk Stork benefit for new mothers who need to travel for work and 2) a flexibility policy for all humans across our company. As the year continues, we will dance the delicate dance between local efforts to build communities and national efforts to drive change. We always welcome your thoughts and minds on how to create the greatest impact.

Please know that wherever you are on the parenthood journey, there are kind, compassionate humans who want to talk to you and want to help. Maybe you want peer advice. Maybe you need a listening ear. Maybe you need advice on how or what to discuss with your manager, direct report, or colleagues. VivaMama is here to help you navigate this emotional journey and can help

connect you to people and resources that can improve or simplify your life.

In 2020, we hope to connect you with more partnerships and resources to better equip you as a working parent. We hope to elevate these conversations with transparency for not just parents, but managers and allies. We hope to discuss the un-discussable so that you can see and feel that you are not alone. And lastly, we hope to create powerful synergies where we lift each other up, truly see one another, and connect as humans, united toward a common goal.

Are you interested in what it takes to lead a VivaMama chapter at your agency? Please email me to start the conversation (no pressure, I promise!) or reach out to me if you want to share your idea(s).

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



Christi Pizarek, 2 weeks after returning from leave, Megan Biddinger, 2 weeks before departing on leave, and the amazing Laura Earle celebrating the launch of VivaMama Chicago with a huge resource fair, keynote speaker, raffle prizes, food, and swag for all!



Janeen Hayward of Swellbeing gave an amazing talk about the challenges & joys of working parenthood.




VivaMama New York and their chat-and-chew series including "Raising an Adventurous Eater" and a conversation with our partner at Bright Horizons.

Bright Horizons Back-Up Care

HELPFUL TIPS ON HOW TO USE BACK-UP CARE

Whenever your regular care is unavailable, you have access to high-quality back-up care from Bright Horizons® for your loved ones. Be sure to register in advance so you're ready whenever you need care. The registration process is quick and easy — just follow the three simple steps below.




Step 1: Register

Visit backup.brighthorizons.com
Click "Not signed up yet? Register Now", and enter your employer username and password.


UN: publicis
PW: backup4u

Or download the mobile app (search "back-up care" in the App Store or Google Play).



Step 2: Complete Your Care Profile

Provide contact information, care recipients, authorized contacts, and care locations.



Step 3: Reserve Back-Up Care

Reserve care online, by phone, or via mobile app (search "back-up care" in the App Store or Google Play).


Once care is reserved, you will receive a confirmation email.

Register and Reserve Care

Visit <https://backup.brighthorizons.com>

Employer Username: publicis | Password: backup4u

Questions? Call 877-BH-CARES (242-2737)



Bright Horizons hit the east coast to socialize their program through Publicis that offers heavily subsidized care for children, elders, and pets for all Publicis Groupe employees! Want to learn more? Talk to your talent team or someone in VivaMama.

Business Resource Group (BRG) Updates

<VivaTech>



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



*Stacey McKeever
Team One, Los Angeles
VivaTech National Co-Lead*

VivaTech Chicago had two major events this quarter. On September 5th, Ashley Jacobson moderated a discussion about how automation is changing our industry and ways to implement automation tools within our daily work. Guest speakers from UiPath and iOPEX shared how their technologies are being integrated into media/marketing processes around the world.

On October 8th, the group had its second annual Ada Lovelace Day breakfast, in honor of the gifted mathematician and—considered by many—first computer programmer. Led by Katie Bell, attendees enjoyed a delicious breakfast and a rousing game of Ada Lovelace trivia!



Attendees in the middle of a very intense game of Ada Lovelace trivia!



VivaTech Chicago attendees deep in RPA discussion.

Business Resource Group (BRG) Updates

In Atlanta, VivaTech also celebrated Ada Lovelace Day with a fun trivia contest and the podcast, *Stuff You Missed in History Class*, featuring the “voice” of our very own Ada!

Later in October, the chapter held its second “Pinot and Platforms,” which showcases the talents of our Atlanta chapter women in technology. Two Data Management Platform (DMP) stars at Moxie were featured: Jodi Phillips, VP Intelligence, and Maddie Larson, Data Cognition Consultant. Each shared a favorite Malbec and entertained attendees with their analogies between wine and DMPs. The chapter’s next Pinot & Platforms event will take place in January 2020.



Panelists Jodi Phillips, VP Intelligence, and Maddie Larson, Data Cognition Consultant (Moxie)

In San Luis Obispo, VivaTech sponsored a lunch for a Tech All Hands meeting. Vincy Chow and Vivian Tai walked through the HRB project they were working on, explaining DataBricks (one of the services used in the project) and compared it with its competitors.

Later in November, the chapter hosted a technical talk with Kim Dunn of the Samsung Data Science and Analytics team. Kim shared her journey of how she started by studying cognitive science (a very new field during her time in college) to her role in Samsung today.



Kim Dunn and guests watching Tech Talk.

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*

It's been another busy quarter for VivaWomen! In Atlanta, our BRG hosted an honest discussion about mental health and wellness. In this safe space, they learned some important practices including:

- Mindfulness
- Practicing self-care
- Avoiding burnout
- The art of resilience
- The benefits of community and comradery

Speakers included Danielle Reardon, industry veteran and founder of The Well-Intended, and Sally Rotter, Occupational Psychology Consultant and Publicis Groupe's partner with Workplace Solutions EAP. There was also an amazing networking reception hosted immediately after the panel discussion.



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



VivaWomen! Atlanta hosted an honest discussion about mental health and wellness.

Dallas BRGs, including Égalité, VivaWomen!, VivaMama, and VivaWomen of Color, invited all VivaWomen! chapters to join in person or remotely to meet activist LaDonna Powell. She is a former security guard at the JFK airport for Allied Security who fought for what was right, no matter the cost. LaDonna shared her remarkable journey navigating tensions in her former workplace and some of her most vulnerable moments with us. She energized us and reminded us to speak up for ourselves and act when something isn't right. Would you be willing to stand up for what's right when faced with adversity?



Business Resource Group (BRG) Updates

On November 1, 2019, Dr. Sarah Hillyer, the Director of the Center of Sport, Peace & Society at the University of Tennessee and the head of the Global Sports Mentorship Program, visited the Saatchi & Saatchi, Team One, and Conill Dallas Office to speak about her work empowering women through sports. The Global Sports Mentorship Program is a program created in conjunction with the U.S. State Department and espnW to bring women from around the world to a 6-week intensive in the U.S. During their stay, the women create an action plan on how they will improve their country through sports for women and girls. Saatchi & Saatchi Los Angeles and Dallas hosted Aderonke Bello of Nigeria and Maira Coll of Bolivia for the 2019 program. The agency has partnered with the program to host delegates since its inception in 2012. To learn more, visit: www.globalsportsmentoring.org.



For more information:

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

Visit our Facebook group: *VivaWomen! Global—Publicis Groupe*

Hashtag: *#PGVivaWomen*

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



Business Resource Group (BRG) Updates



*Arnetta Whiteside
Cultural Quotient, Publicis
Media's Multicultural Practice,
New York
VivaWomen of Color National
Co-Lead*



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

New Chapter Alert

VivaWomen of Color would like to welcome our newest chapter: Detroit. Led by Helena McIntosh and Janice Mendoza and executive sponsor Felicia Miller, they kicked off to a warm reception in October. To connect with your Detroit leads, please email vivawomenofcolor-detroit@publicisna.com.

New York

In collaboration with MOCA, we rallied members together to take a day trip to the Smithsonian [National Museum for African American History and Culture](#) in Washington, D.C.

We also joined forces with MOCA and our sister chapters to host a national viewing and live discussion of Chelsea Handler's Netflix special *Hello, Privilege. It's Me, Chelsea*.

And lastly, we sponsored a second session of "How to be an Ally" with Égalité, PAC (Pan-Asian Council), and MOCA.

San Francisco

The San Francisco VivaWomen of Color chapter hosted several events in Q4. To celebrate *Hispanic Heritage*, we partnered with Égalité to host an artisan tequila tasting, curated by Juan Carlos Contreras, Creative Director at Publicis Sapient. Outside of his day job, Juan manages his family business, [Don Pilar](#). Participants were able to donate to local charities that service the SF Hispanic community.

In support of National Domestic Violence Awareness Month, we stood in solidarity with domestic violence victims at a benefit with La Casa de Las Madres. Domestic violence shows up in varying forms of abuse: physical, verbal, emotional, financial, harassment, stalking, etc. In fact, victims consider leaving up to seven times before physically leaving. It is up to us to become aware, check on our friends, and hold space for those who haven't found the strength to leave...yet.

Lastly, with ColorComm's local San Francisco chapter, volunteers planned a holiday mixer, "Networking with a Purpose," that brought together women of color across advertising, communications, media, and marketing in the San Francisco Bay Area. Two lucky winners left with bags full of products, sponsored by [Hers](#).

Business Resource Group (BRG) Updates

Los Angeles

VWOC Los Angeles celebrated Hispanic Heritage month (mid-September through mid-October) with a fun cultural celebration where participants learned various Spanish words by playing Loteria, a colorful Mexican game similar to Bingo and other games common in Hispanic communities.

As part of Native American Heritage month (November), the chapter members visited the [Autry Museum](#) touring the Indian Country: The Art of David Bradley and Coyote Leaves the Res: The Art of Harry Fonesca exhibits, which was followed by a group discussion and lunch.

Washington, DC

Our DC Chapter also celebrated Hispanic Heritage month with a carnival-themed fun bus to celebrate the many cultures and contributions of Hispanic and Latino Americans to our nation.

DC also sponsored six baskets for local families through a partnership with the PublicisSapient Arlington Corporate Social Responsibility team. The groups partnered with So Others Might Eat (SOME) to provide Thanksgiving Day meals to families in the area. SOME is an interfaith community-based service organization that supports individuals and families experiencing homelessness and poverty.

We'd like to thank all of our market leads for making 2019 a great success! We're looking forward to bringing you even more impactful and engaging programming in 2020. Happy Holidays!



VivaWomen of Color New York organized a trip to the National Museum for African American History and Culture.

For more information:

LinkedIn: Publicis Groupe, VivaWomen of Color

Facebook: <https://www.facebook.com/groups/PGVivaWOC/>

Instagram: <https://www.instagram.com/pgvivawoc/>

Twitter: <https://twitter.com/PGVivaWOC>

BRG Portal: <https://tinyurl.com/y8ycc2um>

Email us: vivawomenofcolor-us@publicisna.com

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](#)

Blue 449: [Kerry Marchetti](#)

Burrell Communications: [Charlene Guss](#)

Digitas: [Erica Casey](#)

Digitas: [Erin Quill-Keough](#)

Digitas: [Ronnie Dickerson Stewart](#)

Epsilon: [Laurie Fry](#)

Fallon: [Julie McBride](#)

Fallon: [Karen Rogersa](#)

Leo Burnett: [Lois Castillo](#)

Leo Burnett: [Melissa Healy](#)

Leo Burnett: [Michelle Mahoney](#)

Marcel: [Alicia Case](#)

MSL: [Alina Diaz](#)

MSL: [Mark Zangrilli](#)

Performics: [Cassandra Yates](#)

Performics: [Chris Keating](#)

Prodigious: [Tim Newby](#)

Publicis Communications: [Billie Smith](#)

Publicis Communications: [Cait Drury](#)

Publicis Communications: [Natalia Schultz](#)

Publicis Communications: [Shannon Boyle](#)

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

Publicis Groupe: [Eve Magnant](#)

Publicis Groupe: [Jessie Castellucci](#)

Publicis Groupe: [John Spitzig](#)

Publicis Groupe: [Renetta McCann](#)

Publicis Health: [Emily Costa](#)

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](#)

Rauxa: [Jennifer Leigh](#)

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](#)

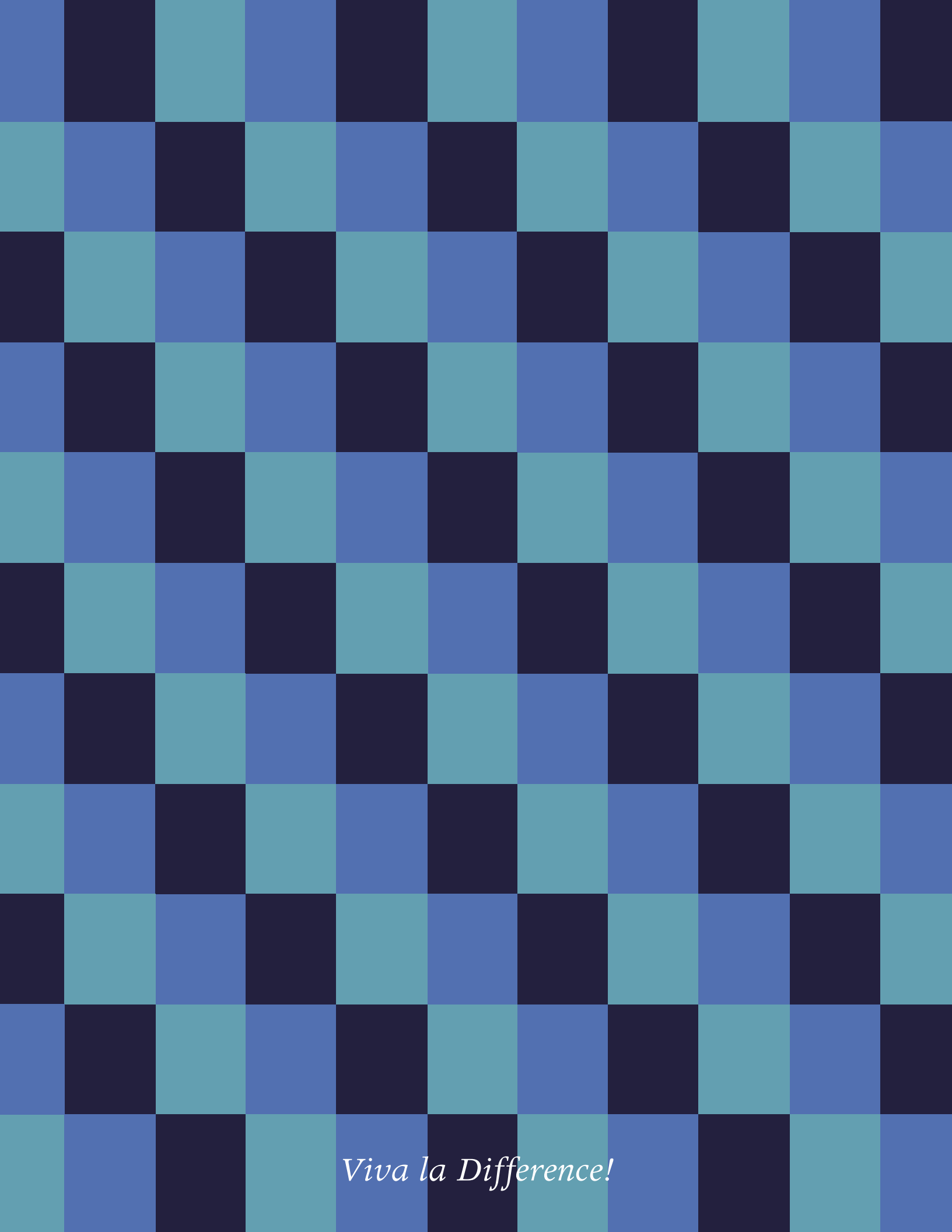
Publicis Groupe also has a core Talent Engagement & Inclusion Team, which is responsible for the strategy, planning, and execution of the many programs available to all talent and for the publication of this quarterly. Feel free to reach out to us with any questions, comments, or ideas you may have:

sandra.sims-williams@lionresources.com

robert.camilleri@lionresources.com

aisha.losche@lionresources.com





Viva la Difference!