

Agenda

9.00am Session starts at Workshop Stage

9.10am Welcome address
Bart Michels, UK Country Manager - Kantar

In 2018, the What Women Want? Steering Committee led by Kantar, staged a 100 year retrospective on marketing to women. What was learnt along the way? What change is still needed?

9.20am **Building women's self-esteem – new consumer research headlines**
Amy Cashman, CEO UK & Ireland - Kantar Insights Division

What can we learn from new published research about the psyche of women? Why do brands need to wise up? What is the anatomy of self-esteem and how can brands play a role in growing it

9.30am **Today's landscape, female communities and the impact of brands Panel discussion**

Jude Kelly, Founder of Women of the World Foundation

Aideen Clarke - Brand Partnership Manager, Mumsnet

We hear from three individuals who are very close to female communities about the landscape today and how brands can take responsibility for the impact they have.

9.50am Coffee break

10.05am **Interview with a brand leader who is championing change**

Malcolm D'Sa - Marketing and Brand Development Director, Diageo.

The alcohol category was arguably one of the least progressive in terms of its approach to gender. Yet Diageo have been at the vanguard of change. We ask what it has taken to drive that step-change internally and externally?

Hold Her Gaze headlines

10.25am Hari Blanch-Bennett, Consultant, Cultural and Human Insight - Kantar Consulting

A future-focused view of marketing to women, building on the cultural conversations of today to inspire tomorrow.

When things go right - lessons from brands leading the change. Brand panel.

10.40am Isabel Ferrer, EMEA Marketing Director - Barbie, Mattel

What are you doing to hold her gaze? What changes have you made to respond to landscape? How has it positively affected your brand performance?

Kate Dale, Leader of this girl can campaign - Sport England

Role of media and agencies in supporting the change agenda. Stakeholder panel

11.20am Caitlin Ryan, Regional Creative Director EMEA - Facebook

We hear from industry leaders on what can be done to support the change agenda from within.

Megan Van Someren, Founder - Canteen, JWT

Kate Waters, Director of Client Strategy and Planning - ITV

11.45am **The What Women Want framework**
Bart Michels, UK Country Manager - Kantar

Drawing on all of the learning from the exhibition and best practice workshops last year, we finish with an overview on how the most progressive brands are organising themselves and behaving in category.

12.00pm Session finishes