



The IPG Women's Leadership Network is an IPG-wide program which promotes the advancement, retention and recruitment of women.

Launched in 2006, the WLN seeks to help position IPG agencies as employers of choice and as catalysts of change in the communications industry.

The WLN's programs include mentoring as well as hosting national events and networking opportunities throughout the year.

To find out more about the group please visit [wln.interpublic.com](http://wln.interpublic.com)

## Corporate Diversity Statement

Interpublic has made increasing diversity within our organization and forging a culture of inclusion a top priority for our company. We take this commitment seriously.

Research consistently shows that diverse teams are more creative and more productive, which in our business, makes all the difference. Diversity is also transforming consumers. For us to compete effectively, our workforce has to reflect the world's changing demographics and more important, its changing marketplace.

Our goal is to be the world's most diverse and inclusive marketing company. Our approach addresses the issue in a systematic and structured manner. We believe this is the only way to achieve the lasting culture change that we seek across our organization and drive long-term, sustainable results. In terms of accountability, IPG is the first holding company to link CEO compensation at

its major U.S. companies with performance against diversity initiatives. We are also the first in our industry to establish a CEO Diversity Council, which includes CEOs of the major IPG agencies. Over the last five years, the company has also increased the size of IPG's Diversity+Inclusion department, which works across the organization to develop and manage programs for IPG that focus on the recruitment, retention and development of employees both at the corporate level, and at IPG's business units. This team has also put in place best-in-class diversity training and education for our employee base.

We know IPG has a ways to go, but we're already seeing real results. Embracing diversity makes us a better partner to our clients, a more attractive employer, and better at creating value for shareholders.



# Conversations on Women in the Advertising, Marketing and Media Industry

Wednesday, 22 June 2011  
9:30 - 12:00

Hotel Majestic Barriere, Cannes

## Welcome to the inaugural program of IPG's Diversity+Inclusion Summit Series: "Conversations on Women in the Advertising, Marketing and Media Industry."

IPG has pledged to become one of the world's most diverse companies: seeking to recruit, retain and promote a diverse workforce that is representative of our world. We know that such a workforce is not only more creative and produces better business results, but also encourages a working environment that's highly attractive to recruiting top talent and will help us to more successfully build brands.

Research has shown that companies that hire more women and promote them to senior levels outperform those that do not. Women play a key role in the business world and as consumers. As their numbers in the workplace increase, along with their income and spending power, this trend will only continue. Between 1990 and 2007, women's median income grew by 35% compared with 6% for men. In the U.S. in 2007, 26% of wives in dual-working couples earned more than their husbands. And an overwhelming majority of women identify themselves as the primary shoppers for their households. Despite all of these statistics, women are not always advancing to the senior most levels, and this is particularly the case in our industry. Which is why we need organizations like the Interpublic Women's Leadership Network (WLN).

IPG's WLN was the brainchild of a small group of determined women at IPG. They approached me back in 2007 with the initial idea of creating an organization

within IPG so women could connect with colleagues and create a supportive and active network to increase opportunities for women at all levels across the company. That idea has since grown into a global grassroots network of thousands with a national organization and 12 local chapters, from Chicago to Shanghai.

While the WLN has evolved, its mission remains constant - to promote the advancement, retention and recruitment of women at IPG. The WLN also seeks to help position IPG agencies as employers of choice and as catalysts of change in the communications industry in order to achieve significant business results.

We have made progress in terms of the role of women at IPG and we are proud of the WLN and its work. We understand, however, that much work in this area, as well as in other facets of diversity, remains to be done. Seminars like this one are part of that process. Today, we will hear from some of the foremost authorities on the subject of women in business - from the research community, from our client companies, from the media and from among the leadership of our agencies. We are pleased that you can be a part of this important milestone.

**Michael Roth**  
Chairman and CEO  
IPG

## Breakfast Agenda

### Welcome:

**Michael Roth**  
IPG

**Ranny Cooper**  
Weber Shandwick Public Affairs

### Introduction:

**Heide Gardner**  
IPG

### Presentation:

**Sylvia Ann Hewlett PhD**  
Center for Work-Life Policy

### Panel Discussion:

**Lynn de Souza**  
Lintas Media Group

**Vita Harris**  
Draftfcb New York

**Dawn Winchester**  
R/GA

**Wendy Clark**  
The Coca-Cola Company

**Roberta Cocco**  
Microsoft Italy

**Trudy Hardy**  
BMW NA

### Moderator:

**Eleanor Mills**  
Sunday Times UK

### Interview:

**Soledad O'Brien**  
CNN

**Martha Stewart**  
Martha Stewart Living Omnimedia

### Wrap Up Comments:

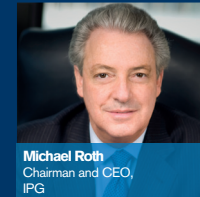
**Pattie Sellers**  
*Fortune*

### Acknowledgements:

**Philippe Krakowsky**  
IPG

**Ranny Cooper**  
Weber Shandwick Public Affairs

## Hosts, Speakers and Moderators



**Michael Roth**  
Chairman and CEO,  
IPG



**Ranny Cooper**  
WLN Co-Chair and President,  
Public Affairs, Weber Shandwick



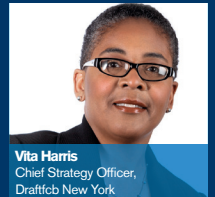
**Heide Gardner**  
SVP, Chief Diversity & Inclusion  
Officer, IPG



**Sylvia Ann Hewlett PhD**  
Economist and Founding President  
Center for Work-Life Policy



**Lynn de Souza**  
Chairman and CEO,  
Lintas Media Group



**Vita Harris**  
Chief Strategy Officer,  
Draftfcb New York



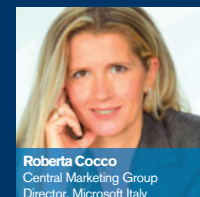
**Dawn Winchester**  
EVP, Chief Marketing Services  
Officer, R/GA



**Eleanor Mills**  
Associate Editor,  
*The Sunday Times UK*



**Wendy Clark**  
SVP Integrated Marketing  
Communications and Capabilities,  
The Coca-Cola Company



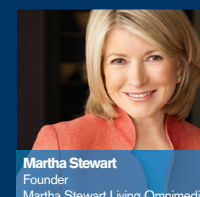
**Roberta Cocco**  
Central Marketing Group  
Director, Microsoft Italy



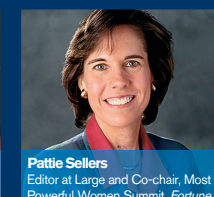
**Trudy Hardy**  
Manager, BMW Marketing  
Communications and Consumer  
Events, BMW NA



**Soledad O'Brien**  
Anchor, Special Correspondent  
CNN



**Martha Stewart**  
Founder  
Martha Stewart Living Omnimedia



**Pattie Sellers**  
Editor at Large and Co-chair, Most  
Powerful Women Summit, *Fortune*



**Philippe Krakowsky**  
EVP, Chief Strategy and  
Talent Officer, IPG