

WiM|AFRICA

FEMALE REPRESENTATION & THE MEDIA

 16th August 2018
 wimafrika.com

#WiMAfrica2018



LOERIES
AFRICA MIDDLE EAST

FEMALE REPRESENTATION & THE MEDIA

Who controls the narrative?

The stereotypical portrayal of women in the media and on our TV screens is nothing new. But with issues around equal pay, gender equality and global movements like #MeToo and #TimesUp, isn't it time to look at the role the advertising and marketing industries have to play and which areas of the sector can effect the most change?

Globally only 3% of creative directors are female and out of the top 50 most influential CMOs only 18 are women (2017). This masterclass will focus on the impact the under representation of senior female executives at the very top of our organisations has on the portrayal of women in the media, and the effects on our society and culture.

The format will comprise of presentations from sector representatives – brands, agencies and media owners - and will culminate in an audience-led discussion panel.

#WiMAfrica2018

FOREWORD

On behalf of the Women in Marketing network, I'm super excited to welcome you to the inaugural Women in Marketing Africa launch and what better place than at the Loeries Creative week!

Since Women in Marketing was created in the UK in 2004 our objective has always been to educate, inspire, connect and recognise women in the marketing, advertising and communications fields. And for the last 14 years we've been doing just that through our events, partnerships, membership and awards.



Today's event focuses not only on women in the marketing and associated professions but how women are portrayed in advertising and the media, and the often negative impact this has on society's view of women. The advertising and media industry, including brand organisations, are extremely powerful and we have a huge role and responsibility to play to moving the dial on this issue.

This event promises to be an amazing one with some of the industry's best female #Rockstars in South Africa and beyond, sharing best practice to inspire us and revealing those little things that we can all do in our work and life to contribute to a more balanced representation of women. The event will culminate in what I'm sure will be a lively panel discussion where everyone can get involved on how to tackle the status quo within our own organisations and across the industry.

I'd like to give a special mention to Unilever who are here representing the UnStereotype Alliance – a group of forward-thinking heavyweights in the industry who have formed to address this very issue. And not just on gender but on all aspects of diversity. I'm pleased to announce that Women in Marketing will soon be joining their ranks as an affiliate member.

And with that, there is not much left to say than sit down, relax, enjoy, and don't forget to post your thoughts and comments on social media using #WiMAfrica2018.

Oh yes, and if you want to be kept abreast of WiM Africa's initiatives in South Africa and across the continent, be sure to sign up for updates at WiMAfrica.com.


@AndreaOpoku

AGENDA

09:00	Arrival, registration and networking	
10:00	Welcome Address	Andrea Opoku, WiM Africa
10:15	Partner presentation	Emma Reeves & Leigh Ogilvie, Free The Bid
10:30	Keynote	Stacey Grant & Shaadia Vawda, Unilever and #UnStereotype
10:55	Agency	Suhana Gordon, FCB Agency Africa
11:25	Brand	Zumi Njongwe, Diageo
11:50	Media	Nunu Ntshingila, Head of Facebook Africa
12:10	Panel Discussion	Moderator: Leigh Andrews, BizCommunity Panellists: Zumi Njongwe, Diageo Suhana Gordhan, FCB Africa Fahmeeda Cassim-Surtee, DSTV Media Sales Nunu Ntshingila, Head of Facebook Africa Emma Reeves, Free The Bid Czerina Patel, Accountability International
12:45	Closing Address	Andrea Opoku, WiM Africa
13:00	Close	

SPEAKERS & PANELLISTS

Zumi Njongwe

Marketing & Innovation Director, Diageo



Zumi Njongwe has been named marketing and innovations director for Diageo South Africa. With her appointment, Njongwe takes responsibility for further growth at Diageo locally.

Njongwe has spent the last two years in Ethiopia as marketing and innovations director at Diageo's Meta Abo Breweries. She also led the establishment of ETEAGE ("queen" in Amharic), a women's network within Diageo which drives coaching, mentorship and empowerment of women in order to contribute to the diversity agenda.

Njongwe has been with Diageo since 2005, working in various roles across Africa and in London. Prior to her role in Ethiopia, she held a number of roles in the Diageo business, from marketing manager on J&B to regional marketing manager for Guinness (Africa), responsible for Cameroon, Nigeria, Kenya and Ghana, until she was portfolio manager of whisky, leading the development of the category and strategies to deliver business results for the category. She was also an active member of the marketing leadership team driving the talent agenda and team training, as well as leading the Spirited Women of Brandhouse (SWOB) initiatives. She holds a BSC (Chemistry and Psychology) and honours degree in Psychology.

Diageo owns the five of the top 10 whiskies in SA (Johnnie Walker, J&B, Bells, Vat 69 and Black & White) and is a market leader in vodka and rum with Smirnoff and Captain Morgan; and it also leads the fast-growing premium gin category with Tanqueray.

Suhana Gordhan

Creative Director, FCB Agency Africa



Suhana Gordhan is a Creative Director at FCB Africa and Chairperson - or as she is affectionately known - "Chair Aunty" of the Loeries.

She is a Hindu, who learned very quickly that there are no sacred cows in advertising. One of her favourite moments was during her time as Creative Director on Nando's, when she pissed off a dictator and won a Loerie Grand Prix because of it. Some of her other accolades include a Black Eagle, Gold Pendorring, Creative Circle Ad of the Year, a Silver Pixel at The Bookmarks, a Cannes Silver Lion, a D&AD Graphite Pencil and One Show Best in Discipline.

Suhana has served as a judge on the Direct Panel at the Cannes Lions Festival of Creativity in 2016 and on the same panel at One Show in 2017. This year she served on the Print & Outdoor panel at The Clios.

Gordhan has been featured as one of Destiny Magazine's Power of 40 candidates. While she has a firm eye on a global creativity, Suhana has a strong commitment to the South African industry. She is one of the founders of a new program called 'Open Chair' which aims at creating face time between young women in advertising and senior female leadership.

When she's not making ads, she enjoys hiking in the mountains and training Capoeira - a 400-year-old Afro-Brazilian Martial Arts (often mistaken by her colleagues to be an innocuous dance form).

Nunu Ntshingila

**Regional Director,
Facebook Africa**



Nunu Ntshingila is Facebook's Head of Africa, with responsibility for leading the team that engages with agencies and brands in Africa to help them make the most of the company's products including Facebook itself, Instagram and related services.

She is passionate about the role of technology in driving social inclusion in Africa and about Facebook's mission of giving Africans the power to build community and bring the world closer together.

Before joining Facebook, Nunu helped drive the creation of Ogilvy's network in sub Saharan Africa, which spans some 34 countries. During a long career at Ogilvy & Mather South Africa, Nunu served as Managing Director of Ogilvy Johannesburg, Chief Executive Officer of the Ogilvy Group, Chairman of Ogilvy Africa and member of the Ogilvy Worldwide Board.

A graduate of the University of Swaziland and Morgan State University in the US, Ntshingila has also held senior marketing positions at Nike SA and the South African Tourism board.

Nunu has served on a number of boards including Telkom, Old Mutual, Transnet, and the Victoria & Alfred Waterfront Property Group. Today she serves as a council member of the Women's World Banking Council.

Nunu has received a Lifetime Achievement Award from the Financial Mail for her work in leading and transforming the advertising business in South Africa. In 2016 she became the first woman to be inducted into the Loeries Hall of Fame in recognition for driving creativity in Africa.

Fahmeeda Cassim-Surtee

CEO, DStv Media Sales



Holding a variety of qualifications in media management, strategic marketing, business management and journalism, Cassim-Surtee began her career at City Press newspaper as both an advertising consultant and freelance sports writer. This extended to radio broadcasting and contributions to international publications. She joined the MultiChoice Group in 1998 and has since held a variety of positions within DStv Media Sales, the advertising and sponsorship arm of the business, rising to her current position as CEO of DStv Media Sales in October 2017. Nominated for SA Woman of the Year and SA Business Woman of the Year, she says of work, "I love it because I don't treat it as a job. It's integrated into my life. It's different everyday. I like the opportunity to influence people in our organisation." Never one to shy away from a challenge, Fahmeeda lives by the motto, "I can do anything even if it scares me."

Czerina Patel

**Manager, Advertisers
Activists Collective (AAC),
Accountability International**



Czerina Patel works for Accountability International (AI), an international civil society organisation that holds leaders accountable for their responsibilities to human rights, equality and transparency. Czerina manages the Advertisers Activists Collective (AAC) Initiative, which engages activists, advertisers, marketers and businesses in promoting equality, with a focus on LGBTIQ (Lesbian, Gay, Bisexual, Trans, Intersex, Queer) inclusion in Africa ads. Czerina holds a BA in Economics and in Philosophy from Brown University, and a MSc. from Columbia University's Graduate School of Journalism. Her journalism and broadcast recognitions include the George Foster Peabody Award and three Third Coast International Audio Festival Awards.

Emma Reeves

Executive Director, Free The Bid



Emma Reeves has an extensive background as a Creative Strategist working across all aspects of cultural communication and new media in the print, digital and live space. Emma became the Creative Director of the highly influential MOCAtv in 2012, a part of the YouTube original content initiative funded by Google, radically changing the landscape of access to art in the digital realm while managing and creating digital engagements. Whilst at MOCA, Emma programmed and oversaw production on the game changing, interdisciplinary cultural event Step and Repeat in 2014 and 2015.

Previously, Emma worked in documentaries and TV production in London before joining Gorgeous Enterprises from 1996 - 1999 working with Frank Budgen on his seminal work for Playstation and Guinness as well as multiple award winning commercials with Chris Palmer.

After Gorgeous Emma joined Jefferson Hack at the Dazed Group in London from 1999 until 2007 working as photo director for Dazed she also helped found Another Magazine and Another Man. Emma then moved to New York to oversee the branding agency Li, Inc working with Patrick Li for three years prior to moving to LA in 2012. Emma continues to live in Los Angeles.

Since January 30th 2017 Emma has been Executive Director of Free The Bid: Free the Bid is a 501c3 non-profit initiative advocating on behalf of women directors for equal opportunities to bid on commercial jobs in the global advertising industry.

Unilever and #UnStereotype



The Unstereotype Alliance is a thought and action platform that uses advertising as a force for good to drive positive change. It seeks to eradicate harmful gender-based stereotypes. The alliance is focused on empowering women in all their diversity (race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) and addressing harmful masculinities to help create a gender equal world.

Leigh Andrews

**Editor-in-Chief, BizCommunity
Media & Marketing**



Leigh Andrews (@leigh_andrews) is Editor-in-Chief, Marketing & Media at Bizcommunity.com. Leigh is passionate about issues of inclusion, equality and diversity, and was the only South African finalist shortlisted for the Women in Marketing #WIMawards2017. Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, Leigh writes top breaking news stories interviewing key people in the industry, as well as driving the daily delivery of fresh and accurate content, aligning editorial goals with the BizCommunity.com strategic direction. Having spent 12 years in the industry, working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's publications, Leigh is at the forefront of all things marketing and media in South Africa.

Leigh Ogilvie

**South Africa Ambassador
Free The Bid**



Leigh has been directing professionally for twenty years. She started her career in 1997 specialising in African music videos that saw her as four-time SAMA winner amongst other accolades. In 2003 she transitioned into a multi award winning commercial director for a diverse spectrum of clients both locally and internationally, enjoying repeat business from brand giants such as Diageo, Jim Beam (US) Coca-Cola, Castrol, SAB, Virgin Money, Cell C along with Channel O, Metro FM, Nedbank, A1 (Austria) Ingdiba (Germany) and First for Women.

Locally Leigh is represented by Monkey Films and is the local ambassador for Free The Bid, a global initiative that asks clients and agencies to consider taking a pledge that one in every three way bid be a woman director.

Thank you to our partners for their involvement

FCBAFRICA



FREE THE BID

A PLEDGE TO GIVE FEMALE DIRECTORS A VOICE IN ADVERTISING.

DIAGEO



BESTOW ELAN LONDON



WiM Africa is a branch of Women in Marketing (WiM) CIC. A global network of senior managers and c-suite professionals created to educate, inspire, connect and recognise women in the marketing and associated professions through the cycle of their lives. WiM takes a holistic approach to the education and wellbeing of women through collaborations and partnerships with organisations that complement their work.

Like WiM Global, WiM Africa aspires to bring together female professionals (and their male advocates) in the marketing, communications, advertising and other creative fields across the continent to connect, network, share ideas, experiences, best practice and celebrate each other's achievements. Forging the way for the next generation of female marketers breaking through.

As part of the not-for-profit Community Interest Company (CIC), WiM Africa represents and provides a resource and voice for women in the marketing, advertising and communications fields across the region. Through events, programmes, strategic partnerships and soon to be launched membership, WiM Africa will seek to holistically address the challenges faced by women in the industry across the continent.

Visit WiMAfrica.com and WomeninMarketing.org.uk and sign up to the newsletter to be kept up to date on our initiatives on the continent and globally.



Shine a spotlight on your leading female marketers – nominate today!

AWARD CATERGORIES

- ★ Best Leader in Marketing
- ★ The One to Watch
- ★ The Independent Consultant
- ★ Best Marketing Not for Profit
- ★ Branded Entertainment
- ★ The WiM Journalist of the Year
- ★ Inspirational Leader in Customer Experience
- ★ The WiM Company Award
- ★ Special Award for Outstanding Contribution to Marketing (agency and brand)
- ★ Equality Advocate of the Year

NEW FOR 2018

- ★ The Change-Maker Award
- ★ The Industry Shapers

The WiM Awards were launched in 2010 and the crème de la crème of the marketing profession have been the recipients of this prestigious award. Past award winners have included senior executives from Burberry, Google, Facebook, Hearst UK, Havas, Diageo and Ogilvy & Mather UK. The 2018 WiM Awards will be held in London in November.



The WiM awards are open for business in Africa. Recognise women who have paved the way for change in the marketing professions across the African continent and beyond – for your business, your clients or as entrepreneurs. Nominate your female talent, clients and colleagues who deserve to be globally showcased for their exceptional work in the marketing and communications spheres.



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