



# International Women's Day 2018

## Our pledges to #pressforprogress ....



I'll press for more women in PR **to take on leadership positions** via my role as President of Women in PR and continue to ensure Golin has one of the most progressive workplaces in our industry.  
**Bibi Hilton, Managing Director, Golin**



I'll push our more junior female leaders **to be more confident**. One of the critical tools this next generation of women needs to truly change the game is to exude confidence. I know they have it in them!  
**Renee Wilson, President of the PR Council**



I'll **invest my time** into the German chapter of GWPR, helping many more women including future leaders to connect with each other....  
**Cornelia Kunze, President, GWPR, Deutschland**



I'm promoting the idea of **job sharing** in the workplace for women (and men!) who need flexibility to manage family obligations...  
**Talia Beckett Davis, Founder, Women in PR, Canada + USA**



I'll help colleagues to learn to **believe in their potential**, to find fulfillment in their job and in their personal life.  
**Carola Salvato, CEO Havas Health, Italy; Founder GWPR Italy**



I'll encourage women to **stand up for their rightful position as leaders** and not to take no for an answer.  
**Donna Zurcher, Managing Partner, Instinctif Partners**



I pledge to **strive for the most fair and balanced workforce**. But to do that, we have to work harder to retain women in our industry..  
**Rachel Friend, CEO, Weber Shandwick, UK**



This year **I'm on a mission to stop 'mansplaining' in its tracks** - not rudely, but by quietly insisting that it is a barrier to inclusivity!  
**Kathryn Partridge, Global Head of Corporate communications, Tata**



I'll **build in reflection time at work**: how am I doing right now, am I having the impact I intended to have, what adjustments would I need to do better?

**Sabia Schwarzer, Global Head of Communication, Allianz**



I pledge to **help the women I meet find their voice, believe in themselves and to take risks** – even if they are only small. We need to be masters of our own destiny – starting now !  
**Alison Clarke, Alison Clarke Communications**



**#payitback**

**Mary Whenman Director, Communications and Marketing, British Business Bank**



My pledge is to **listen more**. We all talk too much sometimes. So, listen 50% more and talk 50% less will be my pledge and my advice.

**Loretta Ahmed, CEO, Middle East, Turkey and Africa, Grayling**



It's a great time to be a girl and I pledge to play my role in keeping the momentum that has begun – **let's not lean in, let's change the system**

**Michelle Hutton, European COO, Edelman**



My pledge is to **not only talk about progress but push for progress actively** every day. It's not what we say, it is what we do that matters.

**Tiffany Guarnaccia, CEO, Kite Hill PR, and Founder Communications Week**



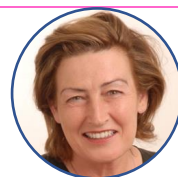
I'll encourage people to become **responsible digital citizens** and to navigate their relationships carefully between physical and digital space.

**Rianette Leibowitz, Writer, TV and Radio Presenter; Chair, PRISA**



I want to encourage businesses to be **much more flexible in their working practices**, so women are better able to manage both being a mother and having a career.

**Angela Oakes, Cofounder and Joint President, GWPR**



I'll use the networking platform we have created in GWPR to **help more women have a real stake in the future development of our industry**.

**Sue Hardwick, Cofounder and Joint President, GWPR**



I will try even harder to **vocalize new ideas, raise concerns and stand up against the status quo** for what I know is right and better when it comes to gender balance.

**Charlotte Witte, EVP, Brand Transformation EMEA, Prime**

*Read on to find out more about who pressed for the progress of these inspiring women and what they're doing to press for the progress of others.*



## Bibi Hilton, Managing Director, Golin and President, Women in PR, UK

### **Who pressed for your progress?**

Matt Neale, Golin’s CEO, has been my boss and my mentor for the past 11 years. He has constantly put *new challenges and new roles* in front of me and given me the confidence and support to take them on, even when I doubted my own ability.

*“I’ll press for more women in PR to take on leadership positions”*

### **Whose progress have you pressed for and how?**

Seven years ago I started *mentoring a sixth form student* through a school partnership Golin had created. Our mentor/ mentee relationship has gone from working on her UCAS personal statement and A-level French to helping her find work experience, apply for graduate programmes and finally starting her first role. I hope she feels I pressed for her progress. I definitely aimed to do that and I’m very proud of what she has achieved.

### **What’s your pledge to #pressforprogress in 2018?**

Press for more women in PR to take on *leadership positions* via my role as President of Women in PR and continue to ensure Golin has one of the most progressive workplaces in our industry.



## Renee Wilson, President of the PR Council

### **Who pressed for your progress?**

I believe my ‘progress pressing’ was multi-faceted. When I was younger, growing up in the 80s, I honestly felt it was odd how women were perceived compared to men in that perhaps not all opportunities were for both genders. I remember thinking that was strange but searched and found female role models on TV shows growing up that gave me an idea of what was possible. Then, when I entered the workforce, several great business women, at various points in my career, *reached down and helped to pull me up*. Two in particular were business dynamos and were the perfect role models for someone like me who wanted to learn. One took a complete risk with me and transferred me overseas for a four-year assignment that changed my career forever, and changed me.

*“I’ll push our more junior female leaders to be more confident”*

### **Whose progress have you pressed for and how?**

Ever since I’ve been in a position of leadership, I’ve *looked for ways to empower young women* and give them opportunities to grow, learn and shine. Working with a great group of young women at my former agency, we took our collaboration up a notch and supported the “Young Women’s Leadership Schools” in NYC through a series of volunteer events and workshops, that has continued to this day. In addition to work-related support, I press everyday for progress via the youngest female trailblazer I know, my daughter, Olivia. At 10, when asked what she wants to be when she grows up, without missing a beat, she replies: *“I want to be a Supreme Court Justice, but I know I need to be a lawyer first.”* That’s progress.

### **What’s your pledge to #pressforprogress in 2018?**

I’m going to continue to push our more junior female leaders to be more confident. I have found that confidence grows differently person to person, and sometimes one just needs another to *voice support and*

**praise.** One of the critical tools this next generation of women needs to truly change the game is to exude confidence. I know they have it in them.



## Cornelia Kunze, President, GWPR, Deutschland

### **Who pressed for your progress?**

I've always enjoyed the generous support of my bosses, who were keen to see me progress and contribute to their own objectives. They shared information in abundance and gave me a lot of freedom to take my own decisions and make my own mistakes. **I felt in charge and supported**, if needed. In addition, I've always looked for one or two extra mentors with specific skills and experiences, who helped me to extend my perspective and give me access to a broader network of people.

**"I'll help many more women including future leaders to connect with each other"**

### **Whose progress have you pressed for and how?**

I believe, **there's an unwritten inter-generational contract**. Those who receive support and mentoring will pass it on and benefit from it. I have pushed for progress of my direct reports, I have always worked with a number of mentees, also outside my own company. This includes regular and formal conversations as much as ad-hoc and need-based short check-ins to help on opportunities and issues. There needs to be a willingness on both sides to make it work and a good, trusted relationship.

### **What's your pledge to #pressforprogress in 2018?**

I'll **invest my time into the German chapter of GWPR**, helping many more women including future leaders to connect with each other and find useful platforms, formats and opportunities to network and support each other.



## Carola Salvato, CEO, Havas Health, Italy; Founder, GWPR, Italy

### **Who pressed for your progress?**

Mostly me! I have always challenged and tested myself since my first steps. It was not just ambition, it was above all desire and need to discover my potential and my attitudes. The different professional environments with their numerous stimuli were a way to train and bring out my qualities. **I feel grateful to every manager I worked with**, they took my ambitions and tested them. One woman in particular has been the keystone.

My family has played a key role as a supporter, rooting for me without pressing and welcoming me on a bad day, because for them, for those who love you, it only matters that you are happy.

**"I'll encourage talent, without gender limits"**

### **Whose progress have you pressed for and how?**

For years, I have focused primarily on the value and potential of every individual. To create value, we must challenge ourselves and go beyond the small ego and the visual limit. Every day, I remind my colleagues of the importance of re-launching oneself and not losing energy and talent in



complaining. *Real progress is finding solutions where there seem to be nothing but limits.*

**What's your pledge to #pressforprogress in 2018?**

What makes me happy when the alarm rings is knowing that I will have the opportunity to encourage talent, without gender limits, and that if I know how to be wise enough, I will find a way to support my collaborators in their most important challenges: *learning to believe in their potential* / to make their passions coexist, to find fulfillment in their job and in their personal life



**Talia Beckett Davis, Founder, Women in PR, Canada + USA**

**Who pressed for your progress?**

When I was 20 years old I was awarded a full scholarship for an educational exchange program to Finland to study international business and I almost turned it down out of fear. *My father didn't let me walk away from this opportunity and he always encouraged me to be ambitious.* When I was 21 years old in my first corporate job as an assistant, I was given a seat at the boardroom table alongside the CEO. She encouraged me to carefully listen and engage in the conversation. I didn't feel that my voice wasn't heard.

*"I'm inviting women to join me at meetings and events with industry leaders"*

**Whose progress have you pressed for and how?**

I encourage other women to have the confidence to know their personal worth and show results within their career. *I urge women to demonstrate value and be able to confidently explain their personal capital to their company.* I want women to understand the importance of creating meaningful connections and build a support network to help each other succeed.

**What's your pledge to #pressforprogress in 2018?**

I'm inviting women to join me at meetings and events with industry leaders so that I can lead by example. *I'm promoting the idea of job sharing in the workplace for women (and men!)* who need flexibility to manage family obligations. I'm talking openly about women's earning potential to ensure others are getting what they are worth.



**Donna Zurcher, Managing Partner, Instinctif Partners**

**Who pressed for your progress?**

A forward-looking man, who became my boss and life-long friend, was the person who *saw me for what I could do and advocated my advancement.* I was living in South Africa, a young divorced mum of one, a junior job in fashion sales/PR with no prospects and a need to pay my mortgage. I researched the PR industry that was beginning to expand in SA and approached the head of one of the largest PR Agencies. I 'offered' my services as an account director; he took what could have been a huge risk and employed me. Within 3 months my line manager resigned and I stepped in temporarily and took over a major account. When the new director was employed 'my' client stayed with me. The account, one of the largest in SA, was the South African Sugar Association. And so I became the first woman to go into the SASA board room as a senior

advisor. This endorsement gave me the confidence to never say 'not possible' and within a year I was a director of the Agency.

***"I'll encourage women to stand up for their rightful position as leaders"***

***Whose progress have you pressed for and how?***

In every role I have had over the last 25 years a huge majority of women and men who have worked for me have gone on to become extremely successful and I do feel very ***proud that I have played a small part in their achievements.***

***What's your pledge to #pressforprogress in 2018?***

To encourage women to stand up for their rightful position as leaders and ***not to take no for an answer.***



***Rachel Friend, CEO, Weber Shandwick UK***

***Who pressed for your progress?***

I'm lucky to have worked for one of the greatest feminists in our industry, Colin Byrne. He has championed not just me, but the many talented women at Weber Shandwick to create ***one of the most diverse and fair leadership teams of any agency*** in our sector.

***"I'll strive for the most fair and balanced workforce"***

***Whose progress have you pressed for and how?***

I'm proud to have promoted and recruited many talented women at Weber Shandwick, who have each ***earned their place at the table*** by demonstrating outstanding skills with a spirit of collaboration, integrity and fairness. I'm also proud to be a mentor for the PRWeek / Women in PR Mentoring programme for four years. Through the scheme, I've helped my mentees achieve more in their careers, building their confidence to overcome challenges

to great success: one has set up her own consultancy, a couple have found more rewarding new roles and most recently my mentee has been promoted to the board of her company.

***What's your pledge to #pressforprogress in 2018?***

I pledge to strive for the most fair and balanced workforce. But to do that, we have to work harder to retain women in our industry, by understanding and over-coming the pressures and difficulties we face. That takes listening, and real policy changes.

As a working mother, ***I believe passionately that women should be able to have a fulfilling career, while also being a brilliant mum.*** It's not an either/or. We all need to bring our whole selves to work, listen to each other more, be more compassionate and celebrate what we each bring to our workplace.



## Kathryn Partridge, Global Head of Corporate Communications, Tata

### **Who pressed for your progress?**

Difficult to know where to start. Probably my grandmothers - as different as it is possible to be in most ways, yet each very strong, independent and highly influential people in their own spheres. They treated me as a whole person from a very early age, **and I was encouraged to stand up for what I felt was right and important**, and to stand out from the crowd. My parents for believing in me - often blindly. My first CEO who encouraged me to move into PR, before I even knew what that was. And my second - who backed me all the way, while teaching me the importance of stakeholder alignment.

**“I’m on a mission to stop ‘mansplaining’ in its tracks!”**

### **Whose progress have you pressed for and how?**

Again, lots of people. Often people in my own teams - and sometimes those around me, and usually at an earlier stage in their careers. **I routinely encourage people to try and find the middle ground** between their passionately-held views and the agenda of the stakeholder or group they are trying so hard to influence. I am a big supporter of leaning-in, and frankly, just getting on with stuff - so try to help people move forward one step at a time - while retaining their focus on the bigger prize.

### **What's your pledge to #pressforprogress in 2018?**

I've tried 'mansplaining' - and (astonishingly) - it works! This year I'm on a mission to stop it in its tracks - not rudely, but by **quietly insisting that it is a barrier to inclusivity**. #nevertheless, she persisted!



## Sabia Schwarzer, Global Head of Communications Allianz

### **Who pressed for your progress?**

Most of all my church group. They encouraged me to live life to my fullest potential, based on faith not fear. I always felt that I had **an emotional and practical safety net** if things went wrong – this gave me incredible courage.

**“I’ll build in reflection time to make sure I’m having the impact I intend”**

### **Whose progress have you pressed for and how?**

Those of working mothers, who juggle family and career. I implemented **flexible working times, remote working and encouraged taking time out to think**. The biggest challenge for this group is that they feel torn between two worlds and often feel inadequate in both roles. Making breathing spaces for them at work has been a focus for me.

### **What's your pledge to #pressforprogress in 2018?**

Build in reflection time at work: how am I doing right now, **am I having the impact I intended to have**, what adjustments would I need to do better?



## Alison Clarke, Alison Clarke Communications

### **Who pressed for your progress?**

Several people within my career – both women and men that I have worked with. I remember being given a promotion in my first consultancy role with the message that *although they didn't think I was quite ready to do it* – they hadn't found a better candidate in the external search so had decided to give me a three month trial . It was just the break I needed – I went on to join the board at 29 and ultimately ran the consultancy .

*“I'll help women I meet find their voice, believe in themselves and take risks”*

### **Whose progress have you pressed for and how ?**

I like to think I've pressed for many people along the way. *If someone has passion and hunger – they should be given a chance*. Empowerment is the greatest gift one can give to bright, enthusiastic and capable people.

### **What's your pledge to #pressforprogress in 2018?**

To help women I meet find their voice, believe in themselves and to *take risks – even if they are only small*. We need to be masters of our own destiny – starting now!



## Mary Whenman, Director, Communications & Marketing, British Business Bank

### **Who pressed for your progress?**

I've been very fortunate to work for and with some fantastic women (and men) during my career. Some of the women who pressed for my progress are, *my mum, for being my biggest cheerleader*; Helen Crewe, my first MD for teaching me about cashflow and client service; the indomitable Julia Thorn, CEO of Paragon, for promoting me fast, trusting me with Orange and paying me some great bonuses; Isabel Greenwood, CEO of Biss Lancaster for taking a risk and giving me the crisis management of Butlins; Flic Howard-Allen, for supporting my promotion to the H&K board; Damaris O'Hanlon, now at McKinsey & Iolanda Minasi for teaching me everything I know about communications strategy and messaging; Fiona Noble, Global CEO, Quintessentially for hiring me into Freuds; Alison Clarke for 'everything' and for encouraging me to stand for President of Women in PR; Sue Hardwick and Angela Oakes, founders of Global Women in PR for their support; Clare Parsons, Lansons for being kind; Shelley Facius for being there for most of it and picking me back up when I was down; and my Twitter sisters Sarah Hall and Sarah Pinch, for supporting the cause. And Gordon Knight, MD, Paragon; Scott Clark, former MD, Fleishman-Hillard; Jonathan Simnett, tech guru; Jonathan Sinnatt, Inmarsat (challenging having them both in my phone); Tony Langham, Lansons and Ernie Clark, Callcredit.

*“#payitback”*

### **Whose progress have you pressed for and how?**

I'll always be a cheerleader for *all 60 #PRWeekMentoring mentees*, Claire Foster, Preena Gader, Amanda Kamin, Rosanna Head, Sarah Samee, Amy Bhavra, Michelle Amos, Olivia Shalofsky, Elizabeth Bananuka and Marcel Klebba (and more)

### **What's your pledge to #pressforprogress in 2018?**

#payitback





## Loretta Ahmed, CEO Middle East, Turkey and Africa, Grayling

### **Who pressed for your progress?**

Ironically all my bosses over the years have been men, and all have pushed me on in my career. **Ultimately though it's my mother.** At the age of 18 she fell pregnant and married – thereby waving goodbye to her career back in 1966. I watch her pride in me now and I know it is touched with so much regret for what she could have achieved. Such a sharp, intelligent mind could have given so much. Times have changed and my mother, at the age of 70, now works in a legal firm. She got there in the end and refuses to stop working now!

**“My pledge is to listen more”**

### **Whose progress have you pressed for and how?**

There has been so much change in my generation – to have worked through it has been incredibly invigorating. The element that has the biggest impact on me and the area of marketing I work in is the opportunity for young talent. **There is no longer the need to have grey hair to earn respect for your level of knowledge.** For the talent at Grayling, that opens so many doors so much sooner and I think many of us are now lifting the shackles of the need to work your way through the ranks. There is a definite trend for leapfrogging when someone shows true ability combined with a sharp, mature mind, regardless of their age. It's a great time to be entering the workplace.

### **What's your pledge to #pressforprogress in 2018?**

My pledge is to listen more. I met a young female graduate this week who was incredibly impressive. She had strong, informed opinions, great eye contact and a steely determination. **However, she simply failed to listen – which indicated to me a lack of confidence** – a huge shame given how impressive she was. That was a huge reminder for me. We all talk too much sometimes. So, listen 50% more and talk 50% less will be my pledge and my advice.



## Michelle Hutton, European COO, Edelman

### **Who pressed for your progress?**

You can't progress without taking risks...and risk taking is hard. I've had family, friends and colleagues press for my progress over the years, for which I am very fortunate and enormously grateful. But at the end of the day, **it's taken me to have the confidence to take risks and back myself in order to make real progress.** That hasn't always been easy. But it's been essential. And I want to keep doing it and keep progressing. But to do it I need to always surround myself with my community of sponsors, supporters, critics and friends that push me, every day.

**“Let's not lean in, let's change the system!”**

### **Whose progress have you pressed for and how?**

I have (and still am) pressed for progress for both of my children. I want them to grow up in **a world that values diversity and inclusion.** A world where they both have more choices in their chosen careers and life adventures. A world where both men and women are equally valued, compensated and progressed in the workplace.

**What's your pledge to #pressforprogress in 2018?**

It's a great time to be a girl and I pledge to play my role in *keeping the momentum that has begun*, because in the words of Helena Morrissey – let's not lean in, let's change the system.



**Rianette Leibowitz, Writer, TV & Radio Presenter, Accredited Public Relations Consultant and Cyber Safety Activist, South Africa and Chair, PRISA**

**Who pressed for your progress?**

This would become a very long list if I had to name all the cheerleaders and supporters in both my personal and professional parts of my life. From business connections and people who have open doors for me and given me platforms to share my message on, to my amazing husband and son who allow me to *chase my dreams with the freedom to live my passion*. My parents have also always pressed for my progress by teaching me that nothing is impossible.

*“I'll encourage people to become responsible digital citizens ”*

**Whose progress have you pressed for and how?**

I enjoy pressing for progress for everyone, because *you don't need to know someone to share an encouraging or a motivating thought with them*. You never know how it will impact that person and lead them to make better choices.

I have learnt that you do not only need people to support you (especially in challenging times), but that it is almost more important to have people on your journey who celebrate your success with you. That is why I really enjoy celebrating wins and 'the suddenly moments' with people who have worked hard behind the scenes and who have sacrificed more than most people realise in order to reach the goal.

**What's your pledge to #pressforprogress in 2018?**

My #pledgeforprogress in 2018 is to encourage people to become *responsible digital citizens* and to navigate their relationships carefully between physical and digital space.



**Tiffany Guarnaccia, CEO, Kite Hill PR & Founder, Communications Week**

**Who pressed for your progress?**

I'm grateful to have worked with many strong CEOs, who I consider my role models. From working underneath Arianna Huffington when she was the President & Editor-in-Chief of The Huffington Post to partnering with Sloan Gaon, the CEO of PulsePoint, who was Kite Hill PR's first client, *I've had the support of amazing business leaders* who always believed in the power of PR. Moreover, I advise professionals to press for their own progress. You are in charge of your own career path.

***“I’ll not only talk about progress but will push for progress actively each day”***

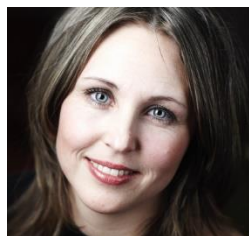
***Whose progress have you pressed for and how?***

As a manager, I’ve pressed for the progress of my teams. I urge other PR agency leaders to think differently about how they help to advance their own teams. At Kite Hill PR, for example, we’ve developed a ***Career Progression Ladder that showcases how everyone can advance at the agency***. Taking further steps to engage today’s millennial workforce, I’ve customized roles and career paths towards an individual’s personal interests and passions. For

example, I had a young female who was interested in events; I’ve personally helped her advance her skillset and then promoted her to head our events division, Kite Hill Experiences. I also had an up-and-coming PR professional who had an interest in helping others progress. I appointed her to an expanded role that includes the oversight of the Kite Hill PR internship program.

***What’s your pledge to #pressforprogress in 2018?***

To not only talk about progress but push for progress actively every day. It’s not what we say, it is ***what we do that matters***.



***Charlotte Witte, EVP Brand Transformation EMEA, Prime***

***Who pressed for your progress?***

My champions for progress have always been my parents, always encouraging and treating me and my two brothers the same, ***raising us as equals, empowering us to be and do whatever we want to be***.

In my career, my first boss was a very strong female who really created her own success and showed me how and encouraged me to do the same. She is still – more than 20 years after we’ve worked together- my mentor and my raw model.

***“I’ll stand up against the status quo when it comes to gender balance”***

***Whose progress have you pressed for and how?***

I’ve had the honor to work with so many talented young women the recent years and the pleasure of promoting and supporting them to take the next steps in line with their potential. I’m particularly happy that a young creative I’ve encouraged to find a new path, ***started her own creative studio last year***.

***What’s your pledge to #pressforprogress in 2018?***

I will try even harder to vocalize new ideas, raise concerns and stand up against the status quo for ***what I know is right*** and better when it comes to gender balance.



***Angela Oakes, Cofounder and Joint President, GWPR***

***Who pressed for your progress?***

My mother, who never had the opportunity to go to university, or have a career. As a frustrated housewife and stay at home mum ***she wanted a more rewarding life for me***, pushed to get me the best education and made me believe I could be financially independent.

Also, years later my agency boss who suggested I take on the MD role when I was 30. My typical female reaction was....'I'm not sure I can do this.' He wouldn't take no for an answer and gave me the confidence to go for it. Three years later I started my own PR agency and never looked back.

**"I'll encourage businesses to be more flexible in their working practices"**

**number of women in the boardroom.**

**Whose progress have you pressed for and how?**

All the young women I employed at my agency over the years – many starting as graduates straight from college. Talented, hard-working and ambitious I've watched them grow and develop in their careers to be strong, independent career women in their own right. That has been enormously rewarding. Now, as co-founder of Global Women in PR my goal is to continue to support the next generation of female talent and, most importantly, to **increase the**

**What's your pledge to #pressforprogress in 2018?**

I want to encourage businesses to be much more flexible in their working practices, so women are better able to manage both being a mother and having a career. We all know it's not easy and women still take on the lion share of childcare. So we need more job shares, more working from home, more flexible hours - these things can and do work, both for women and for businesses. The PR world needs to wake up to **a new way of working in the 21st century**. We are losing great women mid-career and it needs to change.



**Sue Hardwick, Cofounder and Joint President, GWPR**

**Who pressed for your progress?**

As ever there is more than one person but probably the most important were My mother who persuaded me that a good education was the foundation to doing anything that I set my mind on and encouraged me to aim high!

Gerrard Perry – the entrepreneurial founder of a major retailer who believed that the **best PR's at the time were aged 25, graduates and female!** He employed me in my first 'in house' PR role, taught me how to read a balance sheet and ensured I didn't just 'talk the talk' but had to have a proper understanding of the products and services I was promoting...

Frank Cody who told me I could and should start my own business at a time when there was little support for new start up's – he inspired me to succeed ...last, but not least, Jane Atkinson who helped me transition from running a boutique agency to becoming a Director of a leading UK agency with a board position – she believed in me and was and continues to be a fabulous mentor.

**"I'll help more women to have a real stake in the future of our industry"**

**Whose progress have you pressed for and how?**

I have employed several smart women during my career many of whom have gone on to have very successful careers and have reached key positions– I hope my training and **belief in their abilities** gave them the confidence to move forward and do great things

**What's your pledge to #pressforprogress in 2018?**

To use the networking platform we have created in GWPR to help more women have a real stake in the future development of our industry – **with our global reach we can share the best ideas to create an environment fit for today's working women** – from flexible working to decentralised working – together we can make a change that benefits both men and women

***And the last word on International Women's Day goes to ...a man, with the power and responsibility to drive the global debate on equality of opportunity forward...***



## **Francis Ingham, Director General PRCA and ICCO Chief Executive**

### ***Who pressed for your progress?***

My family were extraordinarily unambitious. So in my daily life, it fell to **two schoolteachers** to inspire me -Mrs Harney at my primary school (never knew her Christian name); and Ruth Herman at my secondary school. I wouldn't be where I am today without them. The 'big picture' inspiration when I was a child was another woman - Margaret Thatcher. She changed the world for many people -myself included.

***"I'll address recruitment. There's too much bad practice out there...."***

### ***Whose progress have you pressed for and how?***

I have always hated the idea that anyone should 'know their place'. Nobody is destined to die poor because they were born poor (or die rich because they were born rich for that matter). ***If there's one thing I'm passionate about it's social mobility*** -hence our PRCA work to make opportunity available to all, via apprenticeships, gender pay gap reporting, diversity guidelines, disability guidance, mental health support, and much else besides.

### ***What's your pledge to #pressforprogress in 2018?***

Addressing recruitment, especially the behaviour of recruitment agencies. ***Too much bad practice out there***, much of it unwitting; all of it needing to be addressed.

## ***What's your pledge to #pressforprogress in 2018?***

If you'd like to make a your own pledge to #pressforprogress, share it to our twitter feed [@globalwpr](https://twitter.com/globalwpr) or on our [Linked In](#) page – Global Women in PR

Thank you to all the women who shared their stories with us and may they inspire you to press for your own and others' progress in 2018.



# About Global Women in PR

## Who we are

We are a global organisation for senior women in PR made up of individuals and networking groups around the world; offering cross-border support, information on best practice and networking events. We are a not-for-profit organisation dedicated to supporting female talent in the PR industry.

We actively focus on the key issues affecting women working in the public relations industry today.

Despite the global PR industry being two-thirds female; in the boardroom the figures are in complete reverse, with men occupying 62% of seats at the boardroom table. Currently 78% of CEOs in the top 30 PR agencies worldwide are male. (GWPR Annual Survey 2017).

GWPR is an important sector group of ICCO - the International Communications Consultancy who represent 2,500 PR firms worldwide and 48 national trade associations.

By creating a global community of senior PR women actively working together, GWPR can help promote the changes that are needed to shape the PR industry for the 21st century.

Our membership currently covers the UK, USA, Canada, Europe, the Middle East and North Africa.

## What we do

We have an established membership of senior PR women in key locations around the world. This network is growing. We provide invaluable support for members with the opportunity to network face-to-face in a safe environment, not constrained by company politics.

We share initiatives to help women succeed in reaching senior positions in the industry and help with mentoring the next generation of female PR practitioners. We provide cross border support for senior women working in the PR industry to share contacts, ideas and experiences.

We support and provide guidance to national groups, and help develop their programmes of networking events.

## Mission statement

To establish an international network of senior PR women as part of a global community, providing networking opportunities, insights and thought leadership on key issues from flexible work practices and gender pay equality to creating a more balanced boardroom and a better working environment.

To find out more, contact [sue@globalwpr.com](mailto:sue@globalwpr.com) or [angela@globalwpr.com](mailto:angela@globalwpr.com)