

w 1st men

CONFERENCE 2013



London Marriott
Grosvenor Square
19 June 2013

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WELCOME

Sharon Glancy

Founder, Women 1st and Managing Director, People 1st Training Company



I'm delighted to welcome you to the Marriott London Grosvenor Square for our second annual Women 1st Conference. Building on the success of last year's inaugural conference, we have a fantastic line-up of speakers and workshops ready

to inspire you, with representatives from leading global brands including Coca-Cola, Ernst & Young, Tesco, PwC and more.

Our research has shown that a lack of networking opportunities is one of the biggest barriers facing women when it comes to moving up the career ladder – that's why we host regular development

and networking events for women, including today's conference. Along with our training and mentoring programmes, membership schemes and annual Women 1st Top 100 Club and Shine Awards, these events play a crucial role in our mission to increase the number of women in senior positions in hospitality, passenger transport, travel and tourism.

On behalf of Women 1st, I'd like to say a huge thank you to all of our speakers, workshop hosts, sponsors, our hosts at Marriott and, most of all, you! Without the continued support of organisations and individuals in our industries, we would not be able to provide these invaluable opportunities for women to make new connections and develop their skills.

I hope you find today's conference valuable and uplifting – we'd love to hear any feedback you have!

WOMEN 1ST CONFERENCE 2013 HOST

Janey Lee Grace



Through her best-selling books, seminars, and TV and radio appearances, Janey Lee Grace has established her position as a public relations representative and media spokesperson for the organic and natural health world.

She is known to over seven million listeners daily via BBC Radio 2, and has been voted the number one personality in the 2013 Natural Beauty Yearbook. She is also the founder of www.imperfectlynatural.com, a consumer website that received half a million hits in its first month. Imperfectlynatural.com recommends the best the natural, organic, and eco health products the world has to offer. Janey Lee recently launched the 'Janey Loves' accreditation system for eco and organic companies in the UK.

Her repertoire extends to public relations and media training for corporate groups and individuals, and she acts as a spokesperson for natural childbirth and parenting issues. She is an author of five best-selling books on natural health, including two Amazon number one books, and currently writes columns for a variety of magazines recommending natural health products and services.



WOMEN 1ST CONFERENCE 2013 PROGRAMME

9.00 – 09.15

Welcome

Brian Wisdom, Chief Executive, People 1st

Sponsor's welcome

Tracey Rogers, Managing Director, Unilever Food Solutions UK and Ireland

09.15 – 09.30

Introduction

Janey Lee Grace, Conference Host

09.30 – 10.15

Choices, connections, and development – career progression for women leaders today

Susan Gambardella, Vice President, Global Account Team, Coca-Cola Refreshments

10.15 – 11.00: Choice of interactive workshops

Session 1: Finding your balance

Hosted by Justine Lutterodt, Director, Centre for Synchronous Leadership

In a hectic world with competing demands on your time, it is easy to feel off balance and out of sync with those around you – particularly for women. Come and learn the secrets to finding your own sense of balance and supporting others in doing the same.

Session 2: Be, do and have more

Hosted by Struan Robertson, Founder, Be-A-Ten Ltd.

Even high achievers sometimes feel they are living less than they can. This workshop will have you challenging your limitations and reaching for things you simply never believed were possible.

Session 3: The power of profile

Hosted by Vanessa Vallely, Founder, www.wearethecity.com

Having profile is one of the most powerful tools in your career armoury, but you have to know what tools and techniques to use to help you build it, protect it and drive your success. This workshop will show you how!

11.00 – 11.15

Coffee break and networking

11.15 – 12.00

Being different: Making it work for you

Jill Easterbrook, Director, Developing Businesses, Tesco

12.00 – 12.30

Live Q&A with Margaret Hodge MP – hosted by Lynne Franks, Founder, SEED

12.30 – 13.15

Lunch

13.15 – 14.15

Panel discussion with industry leaders

Leading industry figures, including Susan Cully, Managing Director of Marlin Apartments, Rachelle Headland, Managing Director of Saatchi & Saatchi X London, Andrew McEachern, Global Director for People Development, Norton Rose Fulbright, Robin Rowland, CEO of YO! Sushi and Andy Woodfield, Partner of PwC, take part in an insightful panel discussion.

14.15 – 15.00: Choice of interactive workshops

Session 4: Career and life: How to have success in both!

Hosted by Christine Brown-Quinn, Managing Director, Women in Business Superseries

You don't have to be a super hero, but you do need a strong sense of self, a number of key skills, and a can-do attitude to successfully combine a demanding career and a fulfilling personal life. This workshop will help!

Session 5: Communicate and influence with confidence, style and ease for business success

Hosted by Kay White, Communication Expert for Women in Business, Way Forward Solutions

Make yourself heard! Packed with content from the word 'go', this workshop will give immediate value with savvy tools, sparkly words and phrases, and mindset tips for you to use straight away.

Session 6: The feminine approach to success in business

Hosted by Claire Brummell, Founder, Feminine 1st

Do you believe to be successful in business you need to model men's approach? Learn how to tap into your natural feminine skills, traits and abilities to become a confident, powerful and successful woman in business.

15.00 – 15.15:
Coffee break and networking
15.15 – 16.00: Choice of interactive workshops
Session 7: Networking – what's your value? Hosted by Heather White, CEO, Smarter Networking You can leave it up to your 'networks' to decide what your value is to them, but there are huge drawbacks to this passive approach. Discover your real value to your networks.
Session 8: Your leadership story Hosted by Jenny Garrett, Director, Reflexion Associates Ltd. Are you in awe of those whose story flows so eloquently? Find out how to craft and tell your story authentically and naturally to achieve results.
Session 9: Presenting your way to the top Hosted by Susie Hall, Managing Director, The Impact Coach Communicating effectively is now more important than ever. Find out how to make powerful and memorable presentations, increase your charisma and understand the power of your personal brand and how to communicate it.
16.00 – 16.45
Everyone has a role to play Liz Bingham, Managing Partner, People UK and Ireland, Ernst & Young
16.45 – 17.00
Closing remarks Simone Roche, Director, Women 1st

KEYNOTE SPEAKERS



Susan Gambardella

Susan Gambardella is vice-president of the Wendy's Global Account Team for Coca-Cola Refreshments. Prior to this, she led Coca-Cola North America's marketing team and has also held the position of central region vice president for Coca-Cola FoodService, where she was responsible for managing sales and customer relationships in 20 US states.

Susan originally joined The Coca-Cola Company as a foodservice account executive in New York in 1992, having previously worked as a unit manager for Procter and Gamble.

Susan is the vice-chair on the executive committee of the board of directors for the Women's Foodservice Forum and will become chair in 2014. She also serves on the advisory board for The Center for Accountable Leaders at Kennesaw State University, is on the board of Junior Achievement of Atlanta, and was recently elected to the board of directors for The National Restaurant Association.



Jill Easterbrook

Jill is managing director – developing businesses for Tesco and started her career as a graduate on the buying and merchandising scheme at Marks & Spencer. Following a brief spell as a managing consultant at Cap Gemini Ernst & Young, she joined Tesco in 2001 as business development manager.

Jill was promoted to director in June 2003, following a six month development programme. In 2007 she worked with the board and the inquiry team as director, competition commission inquiry, which soon led to her promotion to group strategy director in 2008.

At the start of 2011, Jill was part of the team that transformed the Tesco online clothing proposition and was promoted to director, UK and ROI clothing. In 2012 she started her current role, which includes Tesco Ireland, One Stop, Telecoms, Dobbies, Nutricentre and Tesco Digital Entertainment, and joined the executive committee in January 2013.



Liz Bingham

Liz Bingham is a restructuring partner and managing partner for people in the UK and Ireland at Ernst & Young (EY) and sits on the UK firm's executive board.

Liz is a passionate advocate for diversity and inclusiveness and has been determined to create an environment where people from all backgrounds can succeed and flourish. In 2012, under Liz's stewardship, EY achieved first place in Stonewall's Workplace Equality Index and Liz was recently featured as one of 16 global role models selected by Stonewall to participate in their research.

In 2012 Liz was awarded the Women in Banking and Finance Award for Achievement as well as being listed as No 31 in the World Pride Power List. 2013 has seen Liz listed by Accountancy Age as No 27 in the Financial Power List, and included on the BBC Radio 4 Woman's Hour 100 Power List.

INTERVIEW AND PANEL SESSION SPEAKERS



Margaret Hodge MP MBE

The Rt. Hon Margaret Hodge MBE was elected Member of Parliament for Barking in 1994. She is also the first ever female chair of the Public Accounts Committee.

Margaret entered politics in 1973 as a councillor for the London Borough of Islington, where she became leader from 1982-1992. She also held various roles in the Labour Government between 1998 and 2010, including Parliamentary Under Secretary of State for Employment and Equal Opportunities, Minister of State for Children, Young People and Families and Minister for Culture, the Creative Industries and Tourism.



Lynne Franks

Lynne Franks, businesswoman, author, broadcaster and speaker, acknowledged as the UK's leading women's empowerment guru, is an acclaimed international spokesperson and advisor on the changes in today's and tomorrow's world.

She is the founder of SEED – Sustainable Enterprise and Empowerment Dynamics – a social enterprise providing women's learning and coaching programmes on economic empowerment, sustainable business practices and creative leadership. In 2010 Lynne launched B.Hive, a series of unique and stylish women's business lounges and hubs, in collaboration with the Regus Group.



Susan Cully

Susan Cully is managing director of Marlin Apartments, the largest serviced apartment provider in the City of London. Susan joined the group in 2001 as general manager and went on to establish Marlin Apartments together with its CEO, in 2003. She was appointed as managing director of the company at the age of just 27.

In that time Susan has helped to grow the company to six sites with over 700 apartments and a staff of more than 100, while also successfully earning an MBA at Imperial College London. She also holds a number of other directorships.



Rachelle Headland

Rachelle Headland is managing director of Saatchi & Saatchi X London, part of the world's most awarded shopper marketing network. She has been in leadership roles for over 18 years, working on award-winning marketing campaigns for some of the world's biggest brands including Coca-Cola, P&G, Diageo and HTC.

Rachelle was promoted to managing director of Saatchi & Saatchi X at the start of 2012 and was appointed to run the Saatchi & Saatchi London Global Client Board earlier this year. Rachelle is also chair of agency recognition on the board of the Marketing Agencies Association.



Andrew McEachern

Andrew McEachern is global director of people and development at legal practice Norton Rose Fulbright. Prior to joining the practice in 2009, Andrew spent nine years at Goldman Sachs, and eight and a half years as an in-house lawyer with Shell, the last four of which were as head of the legal department for the Shell Companies in North East Asia.

Andrew qualified as a solicitor in London in 1987 and after two years with Rowe & Maw he spent 18 months in Australia, where he worked at Freehill Hollingdale and Page.

**Robin Rowland**

Robin Rowland is CEO of YO! Sushi. He joined the company in 1999, when it had four restaurants, and has grown the business to 62 UK and 13 overseas restaurants today.

Robin started his career with Whitbread Inns as a pubs area manager before joining Diageo to develop the 'Old Orleans' national chain of restaurants. After the business was taken over, he managed over 120 hotel, pub and restaurant sites, before joining the Restaurant Group as first retail and then group franchising director. Robin is also the founder of the 50/20 restaurants group and is a non-executive director for Marstons PLC and Caffè Nero.

**Andy Woodfield**

Andy Woodfield is the lead partner for the International Aid Development Consulting practice for multinational professional services firm, PwC.

Andy started his career as an engineering design apprentice and joined PwC in 1998. He was rapidly promoted through the ranks and is also part of a team that is responsible for the development and delivery of leadership, culture and talent programmes within PwC and with its clients. In addition, he is the sponsoring partner for the firm's inclusive business network, GLEE@PwC. Andy is also a trustee for Diversity Role Models and is a non-executive director of the Charity Retail Association.

WORKSHOP SPEAKERS

**Christine Brown-Quinn**

Following over 20 years in international finance, Christine Brown-Quinn and her business partner, Jacqueline Frost, launched Women in Business Superseries to share their practical business strategies for getting ahead in demanding corporate environments.

Christine is author of Step Aside Super Woman, a real-life guide to tackling the issue of work-life balance. She is also an accomplished international speaker and commentator through blogs, articles, radio and TV shows, including BBC Sunday Live, The Big Questions, Financial Times, London Evening Standard, and others.

www.womeninbusinesssuperseries.com

**Claire Brummell**

Claire Brummell is founder of Feminine 1st. Having lived for 20 years behind a masculine mask, she has a passion for helping women reconnect with what it means to be feminine to transform their lives, both in business and at home.

Claire helps women worldwide to recognise the power in embracing their femininity while still being true to themselves, to discover the best balance of feminine and masculine for them and release the struggle for control and perfection that so many women experience.

www.feminine1st.com

**Jenny Garrett**

Jenny Garrett is an executive coach, author of Rocking Your Role, the how to guide to success for female breadwinners, speaker, and founder of Reflexion Associates leadership consultancy.

Jenny is a Cherie Blair Foundation for Women mentor and was featured in the LinkedIn Top 10 Power Women list. A guest on BBC Radio 4's Woman's Hour, she works with executives and entrepreneurs one to one and in groups to help them achieve their goals and maximise their performance.

www.reflexion-uk.co.uk

**Susie Hall**

Susie Hall has been working as an impact coach for the past 15 years, with clients across Europe, the USA and Asia. She works predominantly with leaders from professional service firms, public companies and financial institutions, coaching them on how to improve their impact, pitching, presentation and public speaking skills.

Susie is known for being direct and honest and having a challenging but supportive style to increase her clients' confidence in what can be a sensitive area of development.

www.the-impact-coach.co.uk

**Justine Lutterodt**

Justine Lutterodt is director of the Centre for Synchronous Leadership, an organisation established to help leaders reach their potential while promoting an ethical approach to business. She is also founder of the Lead Like a Woman movement, started in January 2012.

As coach, consultant, and researcher for the Centre, Justine has over ten years of experience working with senior executives and is passionate about helping clients achieve success on their own terms.

www.synchronousleadership.com

**Struan Robertson**

Struan Robertson, founder of Be-A-Ten Ltd, is summed up by his strapline – the science of mindset and the spirit of rock and roll. He is regularly invited to work with members of the 'C' suite and the highest echelons of professional sport, and his clients include RBS, Aviva, MI5, British Airways, Apple, British Horse Racing and Formula 1.

Struan has spent 25 years developing his art and anyone who works with him will have a clearer idea of what they are able to achieve.

www.be-a-ten.com

**Vanessa Vallely**

Vanessa Vallely started networking site wearethecity.com, which helps city women connect, in 2008. She also created careerscity.co.uk, a female niche job board, and theprofilecoach.co.uk, a consulting firm providing expert advice on online branding.

Vanessa has 23 years' experience in the city and financial services and has worked tirelessly to further the diversity agenda. She won Women in Banking & Finance's Women's Champion Award in 2011 and was recently named as one of Brummell's Top 30 Inspirational Women in the City.

www.wearethecity.com

**Heather White**

Heather White founded Smarter Networking in 2001 after finding herself unemployed, over 40, with no contacts and living in a new city. Today she is an international speaker, trainer, coach and author.

Heather's aim is to help people to connect with others through authentic and genuine relationships. She recently launched a new business, The Non Exec Hub, helping those who want to become non-executive directors and trustees.

www.smarter-networking.co.uk

**Kay White**

Kay White, known as the savvy and influential communication expert for women in business, is the author of the international number one bestseller 'The A to Z of Being Understood'. Kay shows ambitious, experienced, and often frustrated professional women how to be seen, heard and valued in business.

Kay shows businesswomen how to boost their confidence and ask for what they want, using words in the same way as accessories to naturally add interest, highlight and personal sparkle.

www.wayforwardsolutions.com

THANK YOU

We would like to say a big thank you to the following people and partners – today's event would not have been possible without them!

Sponsors and partners

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Alanna Khodeir
Brian Wisdom
Brigitte Grobler
Faye Cooper
Jacqui Roughley
Lara Wisdom
Lesley Potter
Liz Espana
Simone Roche
Sharon Glancy
Yvonne Plock

DON'T FORGET YOUR BOOK!

We hope you enjoy your complimentary copy of 'The Little Book of Diversity', which you will find in your gift bag.

'The Little Book of Diversity' is designed to be a practical guide to supporting women in the workplace, and is the result of two years of research by Women 1st. It's packed full of tips, practical ideas and case studies from companies including McDonald's, PepsiCo, Shell and IBM – organisations which actively promote gender diversity within their management teams and reap the commercial benefits as a result.

Additional copies of The Little Book of Diversity can be ordered for £14.99 each plus P&P at www.women1st.co.uk/LBD



"This is a book every HR department should own for its sheer common sense"
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Women 1st is part of People 1st, the sector skills council for the hospitality, passenger transport, travel and tourism industries.