

MYTH BUSTING AT WOMEN IN MEDIA 2023 NATIONAL CONFERENCE

Sydney, 19 June 2023

Leaders in advertising and marketing will discuss culture change and driving female narratives at the Women in Media National Conference on September 8-9, 2023 – facilitated by **Sunita Gloster AM**.

Sunita Gloster AM is a non-executive director and high-profile leader in the media, marketing and sustainability arenas. Sunita is committed to the positive impact that strong customer strategies have on corporate reputation, stakeholders and community and brings strong diversity, equity and sustainability diligence to all her roles. She is on ABCTV's Gruen and is regularly published on areas that impact society and growth.

The panellists will bring a wealth of creative, agency and marketing expertise to the discussion about advancing gender norms and equality. The highly regarded panellists include:

Seven West Media's Chief Marketing and Audience Officer, **Melissa Hopkins** is new to media but her passion and commitment to brands makes her a powerhouse CMO. She's led marketing for Optus in Australia, globally Vodafone and worked across agencies and startups in the UK and US.

CEO Dentsu Creative, **Kirsty Muddle** leads the network's creative agenda across ANZ. She sits on the AANA and ACA boards.

Senior Strategy Director, **Abbie Dubin-Rhodin** has spent the last 12 years guiding brands across the US and Australia to create some of their most commercially and creatively effective work. She is also an advisory board member at Unleash Health.

Clemenger BBDO Senior Copywriter, **Phoebe Sloane** is an award winning creative and brainchild of The Aunties; an industry-adored mentoring movement on a mission to connect and champion women and all marginalised genders in the creative industry.

Sunita Gloster AM said, "The media and marketing industry has the power to influence and dismantle some of society's biggest problems - in their messaging, content and reach. To represent missing and misrepresented parts of the community on screens, to eradicate harmful stereotypes in our content and to show a world we aspire to have. Equality and diversity within our ranks are essential ingredients in that responsibility. Conversations are

a catalyst for change and I look forward to this important discussion about how we can accelerate intentional action.”

Sunita Gloster AM is a thoughtful champion of gender equality, mentorship, and diversity in the industry, and we are thrilled she is involved with our national conference," said Anita Jacoby, Co-Chair, Women in Media.

The Women in Media National Conference, taking place in Sydney for the first time on 8-9 September 2023, is a premier event that brings together professionals from all areas of the media industry including journalism, communications, production, advertising, marketing, public relations, publishing and digital media.

Ita Buttrose AC OBE will headline an impressive speaker line-up including 2023 Australian of the Year Taryn Brumfitt, Leigh Sales AM, Natalie Barr and many other experts in media, technology, and creative industries. Chief News Presenter for Network Ten's flagship news bulletin, Sandra Sully and co-host of Nine Network's breakfast program Today, Sarah Abo, will MC the event which includes keynote speeches, panel discussions, workshops, and networking opportunities. The conference aims to foster meaningful conversations and drive positive change in the media landscape.

The Women in Media National Conference is open to media professionals from all backgrounds, and early bird registration is now open. Don't miss this opportunity to be part of an empowering and insightful event.

TICKETS ON SALE NOW

Early bird discounted [tickets](#) are available now with the full program, speakers and special guests to be revealed soon. <https://events.humanitix.com/women-in-media-national-conference-or-sydney-or-2023>

You can participate in our 'Pay it Forward' ticket option by contributing to or paying for a ticket for another media woman, who might otherwise not be able to come to the National Conference.

ABOUT WOMEN IN MEDIA

Women in Media is a not-for-profit registered charity that exists to help women in media excel, learn, contribute, and connect. With over 6000 members nationwide and branches in each state and territory, members work in all facets of the media including journalism, communications, production, public relations, publishing and digital media. Our initiatives aim to increase gender equality, extend leadership and economic participation opportunities for women, and build a safer, more respectful culture in Australian workplaces. For more information visit www.womeninmedia.com.au.

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