

REFRAME. REDIRECT. RELAUNCH.

HOW TO TAKE YOUR CAREER IN A NEW DIRECTION IN THE SPOTLIGHT AT WOMEN IN MEDIA NATIONAL CONFERENCE 2023



August 22, 2023

Sometimes we can all feel a bit stuck, seek a change or perhaps there's something bigger at play, like returning to work after a career break. Either way we can all benefit from a reset to get our careers back on track or moving in a new direction.

In this workshop you'll hear from women that have taken a leap in a new direction and from those offering assistance and support. We'll discuss lessons learned, tips and advice from participants in the Women in Media Relaunch Project, LinkedIn and a leading recruiter.

"This workshop stems from a shared understanding that at various crossroads in our professional lives, we all encounter moments of uncertainty or aspiration for change, whether it's a subtle shift or a bold leap into the unknown."

"Join us as we highlight lessons from those who have joined us on the program and hear directly from experts who know how to propel professionals towards their next great role," said workshop facilitators, Michelle Francis and Jacinta Rose.

During the **Relaunch workshop** you'll hear from these inspiring women:

MICHELLE FRANCIS

Michelle is the co-Project Lead of Women in Media's Relaunch Project. With over 15 years' experience in digital media and marketing, Michelle is currently the Group Business Director on IAG at Initiative (MediaBrands). Michelle helps local and international brands connect with customers, developing digital strategy to influence brand perception and ultimately purchase. She is a guest lecturer at University Technology Sydney and works closely with the Media Federation Australia (MFA) to help train and develop young talent in the industry. Michelle is a board member of the Lokahi Foundation, helping to support women and children who are or have been the victims of domestic or family abuse.

JACINTA ROSE

Jacinta is the co-Project Lead of Women in Media's Relaunch Project. A skilled media and communications professional with a keen interest in literature and the Australian publishing industry, Jacinta has worked in commercial radio news and public relations in agency roles and inhouse, largely in the health and wellness sector. Jacinta currently works on freelance projects including online media and podcasts. Her interest in storytelling also extends into the literary world, including writing women's contemporary fiction and championing locally written books. She has a weekly gig reviewing books for ABC Gold Coast, hosts author interviews with CelebrityKind, and volunteers for Somerset Storyfest, one of Australia's biggest children's writers festivals.

AMANDA MARGARITI

Amanda is a passionate media and marketing professional currently leading LinkedIn's advertising technology partnerships in Australia. Since joining LinkedIn 3 years ago, she has trained as a

LinkedIn Coach and dedicates time to non-profit and educational organisations to mentor, upskill and share what the LinkedIn platform has to offer professionals. With more than 11 years of media agency and client experience in brand planning and management, advertising technology products and publisher partnerships, Amanda has achieved industry recognition for her work from Cannes Young Lions, B&T 30 Under 30 and the Media Federation of Australia.

PATRICIA POWELL-HUGHES

Patricia is the Managing Director of the highly successful specialist executive search firm EP Australia. She has 30 years' experience working in the creative industries. She is a champion for the Arts and its influence on our well-being and identity and has worked in a range of Directorships across screen, performing and visual arts, and education with a particular focus on reconciliation and women. She is passionate about building resilient, sustainable, and successful careers for women in the creative industries.

SARAH ELKS

Sarah Elks is a senior reporter for The Australian newspaper in the Brisbane bureau, focusing on investigations into politics, business, integrity in public life, and industry. She's been with the paper for more than 16 years, primarily in Brisbane, but also in Sydney and in Cairns as north Queensland correspondent. Sarah was named Queensland Journalist of the Year in 2016 for an investigation into the failure of Clive Palmer's Queensland Nickel business and has been nominated for four Walkley Awards. After taking two year-long career breaks to have her two boys, Sarah has broken stories about a controversial Cape York sand-mining proposal, integrity issues surrounding outspoken federal MP Warren Entsch, and Australia shipping its recycling and rubbish offshore. Sarah is a participant in the Women in Media Relaunch Project.

SELINA JOSEPH

Selina is a producer with more than 25 years' experience in live, studio-based, factual, brand-funded and lifestyle television in Australia and in the US. She began her TV career as a segment producer on Good Morning Australia with Bert Newton; in the early 2000s she moved to New York City, working first as a Producer at Martha Stewart Living, and then at NBC News' Today Show. Since returning to Australia Selina has worked for various major networks and production companies as a Field, Post and Series Producer. Most recently, she was selected to take part in Endemol Shine Australia's Post Production mentoring program. Selina is a participant in the Women in Media Relaunch Project.

ABOUT WOMEN IN MEDIA NATIONAL CONFERENCE

The Women in Media National Conference is supported by media partner ABC and presenting partners Seven and University Technology Sydney (UTS). The event is taking place in Sydney for the first time on 8-9 September 2023. This premier event brings together professionals from all areas of the media industry, including journalism, communications, production, advertising, marketing, public relations, publishing and digital media.

Attendees can expect an engaging and dynamic two-day event that will leave them inspired and empowered. Access information about the event and speakers on the [conference website](#).

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