

# Female representation and the media - who controls the narrative?

Issued by [Loeries](#)

16 Jul 2018

You have the opportunity to choose from eight (four in the morning and four in the afternoon) [Loeries MasterClasses](#) on Thursday, 16 August, and learn from leading brand communicators.

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## #LOERIES2018 MASTERCLASSES

### 8 OPPORTUNITIES FOR PERSONAL GROWTH

For consideration is a MasterClass on [female representation in the media](#), hosted by UK-based Women in Marketing. This MasterClass marks the first Women in Marketing global hub on the African continent.

Globally only 3% of creative directors are female and of the top 50 most influential CMOs, only 18 are women. The impact that under-representation of senior female executives has on the portrayal of women in the media, and the effects on our society and culture will be discussed by the who's who of senior female executives in the region's marketing and advertising industries.

#### On the agenda

- The role that advertising and marketing industries must play in addressing gender equality.
- Which areas of the sector can effect the most change.

#### Target audience

- Senior managers
- Directors
- CMOs/CCOs
- Senior creatives
- Brand/marketing/Content managers and directors

#### When

[Loeries Creative Week](#)

Thursday 16 August

Durban ICC

10am – 1pm

#### Presented by



EMMA REEVES  
ED  
FREE THE BID

FAHMEEDA CASIM-SURTEE  
CHIEF EXECUTIVE OFFICER  
DStv MEDIA SALES

SUHANA GORDHAN  
CREATIVE DIRECTOR  
FCB AFRICA

ZUMI NJONGWE  
MARKETING & INNOVATION DIRECTOR  
DIAGEO SOUTH AFRICA

# BOOK YOUR SEATS NOW

## [Other MasterClasses on offer](#)

- **Accenture**

- Put experience at the centre of your organisation.

- **Gagasi FM**

- uDarkie, the evergreen economic driver.

- **Goliath and Goliath**

- What's your story: Steps to build a personal brand.

- **2 x Google**

- The unskippable future of advertising.

- Data-driven creative.

- **Raizcorp**

- Are creative entrepreneurs born or made?

- **Shared Value Africa initiative**

- Profit and purpose - uneasy bedfellows.

South African agencies: [the Seminar](#) and [MasterClasses](#) can be claimed as informal training in the B-BBEE Codes of Good Practice.

For more, visit: <https://www.bizcommunity.com>