

ALL IN

ALL IN SUMMIT 2023

Sessions Summary



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Introduction

Welcome to the Book of the All In Summit.

This year's All In Summit took place on May 11, 2023, with 9 sessions and 26 speakers – including leaders from across the advertising and marketing industry. The All In Summit was an opportunity to reveal the results of the second All In Census – UK advertising's only industry-wide survey created by the Advertising Association, the IPA, ISBA and Kantar.

Almost 19,000 advertising and marketing professionals participated in the All In Census in March 2023, providing new insights on the representation and experience of the UK advertising industry workforce plus data to benchmark progress from.

The Advertising Association formed the Inclusion Working Group in 2020 to improve representation and create a workplace where everybody feels they belong. In March 2021, the first All In Census gathered data from over 16,000 respondents – the first set of data for the industry and the largest workplace survey for any other UK industry.

The All In Action Plan was shaped by the data and all nine actions developed by industry talent with relevant lived experience. Over 100 companies have become All In Champions by submitting evidence that they have adopted the Action Plan in their business.

This book has been created as a reference with summaries of all the sessions that took place at the All In Summit. All the sessions are available to watch on our YouTube channel: [@advassociation](https://www.youtube.com/@advassociation).



Minister's Keynote

Speaker: Dame Caroline Dinenage MP

Summary

Dame Caroline Dinenage MP spoke on the subject of All In and its efforts to change the industry, calling the All In action plan “Exhibit A in that philosophy. It is truly revolutionary to see countless companies sign up to the nine-stage plan. And to see how seriously the diversity, equity and inclusion agenda is now being taken. As you've heard already. It's not about words, it's about action.” Dame Caroline championed our industry as a beacon of progress in our culturally-rich nation.

Key Take-Aways

1. We can harness what we have learned to make positive changes to our industry.
2. The All In Action Plan has helped shape progress for many companies.
3. The analysis of the data will continue over the coming weeks and months and will shape the next phase of industry actions.
4. This is an ongoing initiative for the industry and the All In Champions are leading a collaborative movement for change, holding themselves accountable and using data to measure progress and highlight areas for focus.

Session Length: 15 minutes

[You can watch the full session on demand on the All In Summit You Tube playlist.](#)



Review of the All In Census Results

Speaker: Nadach Musungu, Diversity & Inclusion Lead, Kantar.

Summary

Nadach shared an executive summary of the All In Census 2023 results, which can be found on the All In Hub [here](#), along with the Action Plan and resources.

Key Take-Aways

1. 30% of Black talent and 21% Asian talent reported they were likely to leave the industry due to a lack of inclusion and/or discrimination experienced, according to the 2023 All In Census.
2. Disability is underrepresented compared to UK working population but there is an small improvement in accessibility and behaviours within the workplace.
3. Social mobility continues to be significantly underrepresented, with many more people attended private school and university than in the UK working population.
4. Those identifying as lesbian, gay and bisexual appear to be represented more in the UK ad industry than in the UK working population (11% compared to 3%), but 27% of LGB+ respondents said they are likely to leave their company in the next 12 months.
5. Check out the data summary on our new All In Hub [here](#).

Session Length: 20 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



The Industry Responds

Speakers: Sufia Hussain, Inclusion Equity & Diversity Director EMEA, Wunderman Thompson; Danny Josephs, Partner, mFUSE; Maria McDowell, Founder, lollipop mentoring; Matt Bush, Managing Director of Agencies, Partners and Creative, Google and Sharon Lloyd Barnes, Commercial Director & Inclusion Lead, Advertising Association.

Summary

In this session, industry leaders from agencies and media talked about their response to the All In Census results and some of their personal experiences.

Key Take-Aways

1. There are many reasons to ensure your business is a place where everyone feels they belong.
2. We need to go further and faster to create an industry where people feel comfortable talking about what they need in a working environment.
3. The All In Census data offers supporting evidence for open and frank conversations on how we can improve as an industry.
4. Industry leaders need to lead with curiosity, be willing to understand people and what people need.
5. Consider the psychological safety of all your staff.

Session Length: 35 minutes

[You can watch the full session on demand on the All In Summit YouTube Playlist.](#)



Advertising Advertising

Speakers: Tammy Einav, CEO, adam&eveDDB; Pete Markey, Chief Marketing Officer, Boots UK; Katrina Bozicevich, Managing Director, Manning Gottlieb OMD and Ben Hunte, Global LGBTQ+ Correspondent; Vice World News.

Summary

In this session, the panel explored how best we can promote the industry as an exciting and dynamic career to attract new talent and inspire the existing workforce. The panel also discussed recognising and retaining talent and what each panellist is doing at their respective companies.

Key Take-Aways

1. Engage audiences and tell different stories from different parts of the UK and the wider world.
2. Shift the perceptions of advertising and reflect the industry as it is today.
3. Think about being more purpose-led as a business on key issues that many, including younger generations, believe in and want to see businesses they work for prioritise.
4. Could we commission a drama or 'drive to survive'-style series to bring the industry to life?

Session Length: 35 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



The Value of Talent - Recognising and Retaining Your Best Assets

Speakers: Sarah Jenkins, Managing Director, Saatchi & Saatchi; Jake Dubbins, Co-founder & Managing Director, Media Bounty; Neil Henderson, CEO, St Luke's; Dinah Williams, Founder, Avenir Network

Summary

The panel discuss the value of attracting and retaining talent and the ways in which companies can do so. They also discussed the impact of the lockdown and the ongoing cost-of-living crisis on diverse talent.

Key Take-Aways

1. The industry is losing talent between the ages of 16-24 instead of attracting it.
2. Cost-of-living analysis by Credos, the advertising industry's think tank, suggested that young talent working in our industry is only left with £27 at the end of the month, after paying average London rent and bills. This is unsustainable and restricts attraction and retention.
3. For a company to retain talent, creating a sense of belonging, trust, respect and a feeling of being looked after is essential.
4. This helps clients to value the work being done by professionals in the industry.
5. Value alignment between an organisation and talent is extremely important.

Session Length: 35 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



Look Out

Speaker: Jon Evans, Chief Customer Officer, System1 Group

Summary

Jon delivered a keynote on why humans need to reconnect with each other. Human beings are social creatures who need to 'look out' for ways to reconnect from the virtual world to help ease anxiety and depression in society. The session highlights key examples of technological advances, artwork and recent advertising campaigns. Jon spoke about the importance of measuring the emotional response and the amount of attention created to a particular feature in an advertising campaign.

Key Take-Aways

1. Learn how the different sides of your brain work.
2. We need to straddle both sides of the brain to create good and effective advertising.
3. Real world connections and interactions are key in creating an industry and society that can deal with anxiety, depression and other mental health issues.
4. 'Right brain' features are associated with greater levels of emotion and greater levels of attention to the extent where 'right brain' advertising can achieve 2 to 3 times more attention than a 'left brain' advert.

Session Length: 20 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



The Future of the Workplace

Speakers: Josh Krichefski, CEO, EMEA & UK, GroupM; Veriça Djurdjevic, Chief Revenue Officer, Channel 4 and Omar Oakes, Editor, The Media Leader.

Summary

Omar began this session by referencing the recent Media Leaders' Future of Media Conference. When media leaders were asked what three things they think the industry should champion for the year ahead, retaining talent came out as the top priority. The panel discussed the impact of hybrid working on company culture: the benefits, the negatives and the tensions and debates that leaders must engage with that come with the topic.

Key Take-Aways

1. Hybrid working is an ongoing experiment happening in real-time. One policy won't work for all.
2. Leaders should focus on the overall employee experience when they come into the office.
3. Consider redesigning your workspaces so they are more collaborative. This will encourage interaction between employees face to face instead of in a virtual capacity.
4. Think about implementing a hybrid policy which reconnects your employees with each other.
5. Leaders must make it worthwhile for employees to come into the office.

Session Length: 25 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



Advancing the Mental Wellness of our Industry

Speaker: Sue Todd, CEO, NABS

Summary

In this session, Sue Todd, CEO of the advertising industry's support charity, NABS, presented the latest work from the programme, as well as sharing her own personal experiences of how mental health can affect your professional life. The session took a deep dive into the mental health statistics provided by the All In Census and explored the statistics around the industry's joint initiative, #timeto, aiming to eradicate sexual harassment in the workplace.

Key Take-Aways

1. 33% of respondents to the 2023 All In Census were affected by stress or anxiety and for 14% of respondents, their stress/ anxiety was work-related. Minority groups are more likely to experience this.
2. There were 4,000 calls to the NABS Advice Line in 2022 – a 35% increase.
3. There has been a drop in sexual harassment. In 2021, 3% of women and 2% of men responding to the All In Census reported sexual harassment. In 2023, 1% of women and 1% of men reported experiencing this, which shows that collaborative industry effort like the timeTo code of conduct, and the shift in what is perceived as acceptable behaviour
4. We are powerful when we come together as an industry, and the #timeTo campaign is a good example.
5. Don't wait to reach out for help if you're experiencing a mental health issue.

Session Length: 15 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



The International Roll Out of the All In Census

Speaker: Camelia Cristache-Podgorean, Global Head of Brand, World Federation of Advertisers (WFA)

Summary

Since late 2020, the WFA and the AA's Inclusion Working Group have been collaborating closely to align their surveys. The All In Census was launched in the UK in March 2021 and shortly after, the WFA launched its own Global DEI Census, in partnership with many trade associations around the world. It took place across 27 markets in 2021 and gathered 10,349 responses, covering topics such as belonging, discrimination and demeaning behaviour. Like All In, the Global DEI Census ran again in March 2023.

Key Take-Aways

1. The questions in the WFA's Global DEI Census were tailored to each country, being sensitive to the cultural differences across the world.
2. Based on their 2021 survey results, there is a gender pay gap across the world.
3. 33% of total respondents reported feeling stressed or anxious.
4. 2/3 of respondents felt their companies were taking action on D&I, but markets vary significantly.
5. The survey provided a benchmark for the industry to build on and highlighted data for local action plans.

Session Length: 20 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)



All In Champions Case Study – ITV

Speakers: Ade Rawcliffe, Group Director of Diversity and Inclusion, ITV; Casey Shaw, Activation Manager and co-chair, ITV Able; Harry Tan, SVP, Marketing & Digital Products, ITV Studios; Melissa Johns, Actor and co-founder, TripleC DANC

Summary

The panel discussed the All In Campaign and how it helps our industry. They also talked about representing disabled talent in the workplace and in the ads we create, as well as ITV's work as an All In Champion.

Key Take-Aways

1. Consider the value of audio description. If you're in a meeting or townhall, you don't know if someone in the room is visually impaired – take 10 seconds to describe yourself when introducing yourself.
2. ITV has used All In to help embed diversity and inclusion in their platforms.
3. We have a responsibility with advertising to make a difference when it comes to DE&I, and make sure our whole society is authentically portrayed on screen.
4. Ask questions – do your employees have access requirements?
5. Reasonable adjustments, amongst other things, are important to retaining disabled talent.

Session Length: 40 minutes

[You can watch the full session on demand on the All In Summit YouTube playlist.](#)

ALL IN

You can find out more about All In on our website
advertisingallin.co.uk

Here you can download the key findings, learn about the nine-point action plan which we are asking companies to adopt and view the submission details for becoming an All In Champion.

If you have any questions, please get in touch with
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