



LEAD NETWORK
VIRTUAL CONFERENCE
6th - 8th OCTOBER 2020

**Doing Not Trying:
Unprecedented Opportunities**

FOR IMMEDIATE RELEASE

Europe's flagship diversity event took place virtually for the first time on October 6-8, 2020

The LEAD Network's eighth annual Conference, held for the first time in a virtual environment on 6-8 October, was the most inclusive yet. More than 700 delegates took part, drawn from over 40 countries and 100 companies, with male attendance at 20%.

The COVID crisis created a leap forward in remote and flexible working, both of which are vital drivers for gender equality. The industry came together to find ways to embed these positive changes and develop a more strategic approach to diversity inclusion.

[You can download the executive summary from our website here.](#)

The Conference, sponsored by The Coca Cola Company, Procter & Gamble, GSK and METRO AG, received an **overall evaluation of 4.3** out of a total of 5.0. The breakout sessions with 52 speakers received the highest scores of any conference in terms of quality and, our interactive D&I Marketplace saw more exhibitors and participants than before.

We had a record of 51 CEOs and regional presidents taking part in the by-invitation-only **CEO Roundtable**, of which 31 are signatories to the CEO Pledge. This session was ranked 4.4/5, and the Retailer Roundtable received top ratings with 4.9/5.

What was new at the Conference?

- We saw the launch of two new Chapters: Poland and the Sales and Buying Chapters.
- And an initiative led by LEAD Network was born, the [SuperPowersNow](#), turning our skills and behaviors into SuperPowers to eliminate gender inequality – now.
- For the first time, all formal sessions were recorded, and registered participants have 12 months to access the virtual platform.

We continue to congratulate Christina Taylor of Learn to Grow, Chair of LEAD Network Education Committee, who designed and orchestrated the rich content of this LEAD Network Event.

You can view the full 2020 Conference Programme [here](#).

What is LEAD Network?

LEAD Network Europe is a non-profit and volunteer-led organisation whose mission is to attract, retain, and advance women in the consumer products and retail sector in Europe through education, leadership, and business development.

The LEAD Network is run by and for its members, women and men, and we value every individual for their unique perspective. With a primary focus on promoting gender equality the organization strives for the advancement of women of every race, ethnicity, gender identity or expression, sexual orientation, age, educational background, national origin, religion, physical ability and lifestyle.

Its vision is of a fair, diverse and vibrant industry where everyone can thrive. A diverse workforce where both men and women are enabled to contribute their full potential and lead their organisations to the next level of value creation. LEAD Network accounts for 9,000+ members – both women and men – from 81 countries.

For more information, please visit <https://www.lead-eu.net/>

Contact

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