



The Movement Continues



On March 25, *Advertising Age* reported that The 3% Conference was ending. On the days that followed, many people wrote personal and spontaneous “love letters” to the 3% Movement.

Many of these posts used the word “next.” That 3% got the world ready for what’s next and their expectation that we will have a hand in shaping what’s next in our second decade.

So while it’s true that 3% is exiting the conference business, **we are not exiting the change business.**

Here’s where we’re headed and how your partnership will help us get there.

Onward,

Kat



“I was dragged eye-rolling to a ‘lady conference’ in SF in 2013 and until then hadn’t pictured myself in leadership at all. This conference unlocked my ambition, confidence and focus like nothing else. **It helped me see the value in my experience and perspective, gave me a community and support network of other leaders who were pushing boundaries, and helped me be a better ally to others entering rooms and roles they didn’t feel welcomed into.** That first experience gave me the courage to ask to be promoted to CD at Wieden + Kennedy. This movement generated so much momentum around race and gender issues in our industry and I’m grateful we’re here, and that it’ll continue on in other forms even as the big conference goes away.”

Justine Armour
Chief Creative Officer
Grey NY



3% to 29% in 10 years. Imagine what we can do this next decade.

Stress Awareness Month

VIRTUAL

Dedicated series of social posts around wellness and self-care.

Super Bowl Tweetup

VIRTUAL

A 10-year tradition: ad women, men, and all genders in between from across the country live tweet their reactions to Super Bowl ads using #3PercentSB.

3% Newsletter Sponsorship

VIRTUAL

3%'s editorial calendar creates newsletters that are themed and curated for matters of interest to the creative community. 16,000+ readership. Supporting partners are recognized in every newsletter.

“What Will It Take?” Town Halls

IN-PERSON

Gather your company for a town hall discussion about 3%'s proprietary report on the “isms” of advertising – racism, sexism, ableism and ageism. Work with Kat to identify 3-5 microactions for your next year combatting these systems of bias and oppression.

Film Screenings + Panel Discussion

HYBRID

Screen the documentary “Fair Play” -- either virtually or in-person, for your company. From director Jennifer Siebel Newsom and production partner Hello, Sunshine, “Fair Play” explores the invisible labor that women do at home and how it impedes their success at work. Work with the 3% team to invite panelists for a discussion about the film after its screening, surfacing questions from your team.

Expert Roundtable: The New Face of Freelance

HYBRID

The pandemic has accelerated a shift to distributed workforces and changed the face of freelance. What does the new world of freelance look like, what technology does it require, and how can we make it work for people? Let's discuss how to best enable a world of flexible work that inspires and supports the needs of creative leaders.

Creative Entrepreneur in Residence Engagements

HYBRID

Based on Kat Gordon's Creative Entrepreneur in Residence pilot program at Eleven, this expanded offering gives companies on-demand access to Kat for key meetings, decisions, onboardings, etc.

Next Creative Leaders Award Dinner in NYC

IN-PERSON

Elevate the visibility of the 10 female and non-binary creatives who will win the 2022 honor of Next Creative Leaders. A beloved 8+ year tradition, combining forces between 3% and The One Club, this is a partnership that includes an awards dinner in NYC and pop-up gatherings in other cities.

Creativity + the Enneagram Retreat in Napa

IN-PERSON

Designed to re-ignite burned out creative leaders with a 3-day retreat to Kat Gordon's wine-country hometown. Schedule will include practices of Morning Pages, Bird Watching, Breathwork and hiking and wine/olive oil tasting.

3% has always been a movement run on community engagement and sponsor investment. Help us ensure the momentum underway keeps creative cultures working better for all of us.

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