



BACARDI LIMITED PARTNERS WITH S.H.E GLOBL TO BRING FIRST S.H.E SUMMIT TO EUROPE

June Sarpong MBE, Fatima Bhutto, Andrea Riseborough, Laura Haynes, Gina Martin, Patrick Harrison, Pip Jamieson and Jack Norman lead a stellar line-up of change-makers to discuss the most relevant gender and diversity issues of our time

London, UK - 22 February 2019 - On 4th March in the lead up to International Women's Day, Bacardi Limited and S.H.E. SUMMIT, the flagship event of S.H.E. Globl, will host its first-ever European event in London, bringing together men and women, from across society, culture and business, to encourage them to take actions that plant seeds of change for a more diverse and inclusive community and workforce. The one-day event entitled *Spirit Forward*, is anchored in the theme: You Don't Need to be in Charge to Lead, centering on the belief that the first step in being a change-maker is to acknowledge that you already are.

With an impressive speaker line-up that includes: TV presenter and diversity campaigner **June Sarpong MBE**; author and Granddaughter of Pakistan's first democratically elected head of state, **Fatima Bhutto**; leading Hollywood actress **Andrea Riseborough**; writer and social activist **Gina Martin** who recently had "upskirting" made a criminal offence; **Laura Haynes**, Chair of the UN Women National Committee; **Pip Jamieson**, Founder The Dots; **Daniel Edmund**, from Milk For Tea; **Patrick Harrison**, Executive Director, English National Ballet, the event covers topics such as:

- *Six Degrees of Integration* – the case for the social, moral and economic benefits of diversity
- *Faces of Change* – the people making a difference, re-defining what it takes to lead and contributing to contemporary change
- *Representation of Women in TV and Film* - In a society where media is the most persuasive force shaping cultural norms, we discuss how mainstream media and culture contribute to the under-representation of women in positions of power and influence
- *Five Ways Men Can Help End Inequality* – hear it from a male perspective
- *Female Founders* – The challenges and opportunities facing female entrepreneurs
- *Re-Set Your Coordinates* – A powerful session about finding your purpose
- *So You Want to Change the World* - Freeing people of all genders from the tired stereotypes that limit them.

Claudia Chan, CEO & Founder of S.H.E. GLOBL said, "We've partnered with Bacardi Limited for three years in North America and Spirit Forward LONDON will be the first event we have hosted in Europe. S.H.E. standing for SHE + HE + Equity of All People--I created S.H.E. SUMMIT in 2012 to celebrate and accelerate inclusive equality by connecting, educating and activating talent in the global workplace. This event collaboration furthers the S.H.E. GLOBL mission of supporting private sector companies and their leaders to accelerate diversity and inclusion in their workplace and in the world with our content, conference and consulting expertise."

Lisa Jedan, Chair, S.H.E. SUMMIT LONDON and Vice President, Global Brand Communications, Bacardi-Martini Ltd. added, “Some people may be surprised to learn that Bacardi is a family-owned company. Our culture is built around three F’s: Family, Founder and Fearless. What better way to reflect these values than to create a platform that celebrates the women and men who are re-defining what it takes to lead and contributing to contemporary change that will drive a more diverse and inclusive society and workplace.”

In addition to Spirit Forward, to celebrate International Women’s Day, Bacardi has has partnered with bartenders and brand ambassadors across London to launch **#BalanceForBetter**, a campaign to create more gender balance behind the bar. As part of the scheme, the team has created six, limited edition cocktails that will be available in bars including Artesian, Happiness Forgets and Fam from 4-11 March.

Spirit Forward LONDON is a not for profit event and all ticket sales proceeds will go to charity partner, Dress for Success Greater London, a registered charity that empowers women into the workplace from positions of disadvantage. Dress for Success provides free professional clothing and styling, interview coaching and ongoing support. Those attending Spirit Forward LONDON are encouraged to bring any interview appropriate handbags, shoes and accessories for donation.

Spirit Forward LONDON takes place Monday 4th March 2019 at Sea Containers, Southbank, London SE1 9RQ.

For tickets and more information visit: spirit-forward.eventbrite.com

[Follow us @SpiritFwdGlobal #SpiritForward @SHESummit #BalanceForBetter](#)

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WHAT IS S.H.E. SUMMIT?

Standing for SHE + HE + Equity of All People, S.H.E. SUMMIT is the global leadership conference that celebrates and accelerates inclusive equality by connecting, educating and activating talent in the global workplace. S.H.E. Summit awakens higher purpose and renewed energy for leadership advancement and culture change by convening thought leaders and movement drivers of today’s most relevant gender, diversity and cultural issues. Our goal is to propel the leadership and actions of passionate influencers representing the private sector, public sector, and media to accelerate inclusive equality.

Founded by leadership and culture change expert Claudia Chan and named one of Inc’s “10 most innovative conferences”, Bacardi Limited has partnered with S.H.E. Summit in North America for three years and Spirit Forward LONDON will be the first event they have hosted in Europe.

WHAT IS BACARDI GLOBAL REFLECTIONS?

Family owned Bacardi Limited believes in building a business that reflects and supports the communities they serve. We know that globally-reflective teams are good for business; they make innovation possible, outperform the competition and enable organisations to be more impactful. Bacardi’s Global Reflections programme focuses on 4G’s: Gender, Geography, Generation and Growth and the inherent value that can be created when you bring together a diverse and inclusive community and workplace.

Since 2016, Bacardi Limited has partnered with S.H.E. Summit in North America, hosting events to celebrate and empower female and male leaders with the aim to accelerate equality and bring long-lasting change. Spirit Forward LONDON is the first event Bacardi Limited and S.H.E. Summit will host in Europe.