



Press release

<i>Date</i>	For immediate release
<i>Contact</i>	Mike Davies, PwC Tel: +44 207 804 2378 e-mail: mike.davies@uk.pwc.com
<i>Or</i>	Agnès Hussherr, PwC Tel: +33 1 56 57 8548 e-mail: agnes.hussherr@fr.pwc.com
<i>Or</i>	Megan DiSciullo, PwC Tel: +1 609 903 4394 e-mail: megan.disciullo@pwc.com
<i>Pages</i>	2

PwC to host third forum on leadership and gender equality in Hollywood *Live webcast event from the Academy of Motion Picture Arts and Sciences*

On Wednesday 17 February, PwC will host its third global forum to students around the world. The live webcast is scheduled to take place at 8:30am PT/ 11:30am ET/ 16:30pm GMT.

Themed “Take your career to centre stage. Lessons from the business of Hollywood,” the event is part of ***Aspire to lead***, a series on leadership and gender equality, which includes a number of programmes and workshops hosted by PwC that are designed to provide university students and new professionals with the tools to help them build leadership skills.

PwC will host the event leading up to the Oscars® at the Academy of Motion Picture Arts and Sciences in Hollywood. Our event will feature Award-winning actor **Geena Davis**, Co-Founder of the Bentonville Film Festival and Founder of the Geena Davis Institute on Gender in Media.

The event will open with an inspirational keynote from Geena Davis on the empowerment and advancement of women. **Michael Fenlon**, PwC Global Talent Leader, will then lead a panel discussion with Geena as well as **Dawn Hudson**, CEO of the Academy of Motion Picture Arts and Sciences, **Jennifer Yuh Nelson**, Oscar®-nominated director, and **Peter Yobo**, PwC US Advisory Senior Associate, to examine the parallels between gender portrayals in the media and the role of women in the workplace.

Through this panel discussion, attendees will receive insights on how to leverage lessons learned from the business of Hollywood and bring their career to centre stage. Building off PwC's work as Impact champion for the UN's **HeForShe** programme, the webcast will explore how everyone has a role to play in the movement towards gender equality.

To watch the live global webcast or the playback after the event and to register ahead of the event, please visit www.pwc.com/aspire.

Aspire to lead events will be promoted by PwC in nearly 50 countries around the world on 17 February and through May. In addition to viewing the webcast, many events will include panel



discussions that highlight diverse perspectives and choices, insights into career and leadership development, and work/life and related topics.

Dennis Nally, Chairman, PricewaterhouseCoopers International Ltd, says: “We’re delighted to host our third annual Aspire to lead webcast focused on leadership and gender equality. We’re committed to working towards the goal of gender equality both within and outside PwC. One of the ways we’re helping to make progress is through our involvement in the UN’s HeForShe campaign. We’re excited to collaborate with the Academy of Motion Picture Arts and Sciences to offer career advice to students around the world.”

PwC will once again launch new research on global talent diversity and mobility ahead of International Women’s Day on 8 March 2016. This follows last year’s report: [The female millennial: A new era of talent](#).

We will also repeat last year’s successful [Global Diversity Week](#), in which thousands of PwC people around the world joined the conversation on how to become even more inclusive leaders. The 2016 Global Diversity Week will take place in September. To find out more about diversity and inclusion at PwC, visit www.pwc.com/inclusion.

ENDS

Notes

1. At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

©2016 PwC. All rights reserved

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

2. The Geena Davis Institute on Gender in Media is the only research-based organization working within the media and entertainment industry to engage, educate, and influence the need to dramatically improve gender balance, reduce stereotyping and create diverse female characters in entertainment.
3. Geena Davis and festival co-founder Trevor Drinkwater founded the Bentonville Film Festival (“BFF”) in 2015 to champion women and minorities in media. BFF’s mission is to encourage content creation in film and other forms of media that reflects the diverse — and half female — world we live in. BFF proactively supports content creation by minorities and women with a platform to showcase their work and, with the help of our partners, is the only film competition in the world to guarantee theatrical, television, digital and retail home entertainment distribution for its winners. The Festival takes place in early May in Bentonville, Arkansas and is research based and commercially driven.
4. The Academy of Motion Picture Arts and Sciences is the world’s preeminent movie related organization, comprised of 7,000+ accomplished men and women working in cinema.