

## One Club hosts "watershed moment" in advertising

NEW YORK, US: The One Club recently hosted what it reckons to be a ground-breaking panel, posing the question: "Where are all the black people?" The organisation brought together some of the industry's top creative leaders to ask the tough questions and conduct a talk back with a room of over 250 employed and unemployed creatives as well as industry recruiters.



The panel, moderated by Jeff Goodby, co-chairman and creative director of Goodby, Silverstein & Partners, included Jimmy Smith, chief creative officer at TBWA Chiat/Day; Dany Lennon, owner/president of The Creative Register; Cheeraz Gorman, creative strategic planner and Warren "Jared" Jones, a Morehouse College marketing student; took place during the One Club's Creative Week NYC at the Creative Week Lounge in SOHO.

"It was an incredible evening of tough questions and thought-provoking conversation on how we, together, as an industry, provide concrete solutions in the real world," said Mary Warlick, CEO of The One Club. "At the One Club we challenge ourselves daily to find new ways to reach diverse audiences, and to tap into a new generation of creatives. Now, we put the challenge out to the industry to continue the conversation and to help find solutions."

"The panel was not only an opportunity to discuss the lack of diversity in the creative industry," said Kevin Swanepoel, president of The One Club, "But it was also a successful way to bring together young creative who are trying to break into the industry, with established industry executives and recruiters. Cards were exchanged, meetings were set, and books were being looked at - we feel it was a small but mighty first step in creating a unified community."

The One Club will continue to reach to diverse communities across the country with their successful Bootcamp Program. The next Creative Bootcamp will take place in Los Angeles, this summer.

One Show's Creative Week NYC, a celebration of creativity in advertising, design, digital media and all the arts that feed and touch those disciplines. Officially declared, by Mayor Michael Bloomberg, Creative Week New York included the One Show Festival, featuring the unConference, the Master Class series, One Show Design, One Show Interactive and the world renowned One Show.

For more on Creative Week and events go to [www.creativeweeknyc.org](http://www.creativeweeknyc.org).