

The 3% Conference Is Ending but Kat Gordon Continues Her Work to Improve the Industry



Kat Gordon founded the 3% Conference in 2012 to raise the profile of women in the advertising industry. The longtime copywriter and creative director started the conference and the 3% Movement to address the fact that only 3% of creative directors were women. Now, after 10 years and 28 events, the 3% Conference has come to an end.

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