

## Publicis Groupe Commits to More Than Wishes for 2021

**7 December, 2020 – Paris** – It is the season of the Publicis Wishes. But this year, our people will need more than wishes to take on 2021.

So we are breaking with our long tradition and instead bringing together our 80,000 people on the Marcel platform next week, over four days for two hours a day.

It will be the opportunity to share our roadmap for the upcoming year, set out how we will help our clients win in a platform world, and affirm our commitment to diversity, equality and inclusion. We will also launch our 5 key initiatives for reinventing the future of work.

Presentations will be led through connected studios around the world. **Fireside chats with Michelle Obama, Bob Iger, and Satya Nadella will build on the key themes of each day.** Live Q&As will be broadcast during the sessions to give every Publicis employee the opportunity to make their voice heard thanks to Marcel.

**Arthur Sadoun, Chairman and CEO of Publicis Groupe** said: *“After such a challenging year we owe our people more than wishes for 2021. This is our way to deeply thank everyone at Publicis for their contribution over the last 12 months; to celebrate all their achievements in striking back during this crisis; and set a clear course for the future. At a time when most of us are still isolated, we believe it is our duty to unite everyone and demonstrate once again that when we wish together, we will together.”*

Not all traditions will be broken this year however. **Click [here](#) to discover the idea behind sending More than Wishes for 2021.**

### About our guests

Michelle Obama, former First Lady of the United States, will discuss what it means to truly commit to building diverse, inclusive environments, the importance of mentorship – and how to get it right, and ‘going high’ at even the most challenging of times.

Bob Iger, Executive Chairman of The Walt Disney Company, will talk about what it takes to reignite creativity, innovate in the face of disruption and win in a platform world, drawing on his 15-year tenure as Disney CEO and pivotal role on the brand’s streaming service: Disney+.

Satya Nadella, CEO of Microsoft, will offer a perspective on how the way we work has changed in 2020, how it will continue to evolve, and the role technology could, and should play.



### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 80,000 professionals.

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