

## CALENDAR

Monday, October 1

### **Unstereotype Alliance: Fighting Stereotypes to Create a Gender Equal World**

Location: Univision Stage

Website:

<http://newyork.advertisingweek.com/schedule/unilever-seminar-2018-10-01-0900>

Time: 9:00AM - 10:00AM

Participating Agency: IPG

UN Women convened the Unstereotype Alliance in 2017 to rally the global advertising industry to eradicate harmful stereotypes and use advertising as a powerful force to impact social norms.

Executive Director of UN Women, Phumzile Mlambo-Ngcuka, will lead a session alongside Unstereotype Alliance Vice Chairs, EVP Global Marketing and Head of Diversity and Inclusion at Unilever, Aline Santos, and Michael I. Roth Chairman and Chief Executive Officer, IPG.

Moderated by Business Strategist and Cultural Changemaker, Jess Weiner, the session will address prevalent stereotypes in culture and advertising; the principles and tools to develop 'unstereotyped' work; and why the time is now to stand together to advance the progressive and authentic portrayal of people through brands for the benefit of humanity.

### **CEO Action for Diversity & Inclusion**

Location: Univision Stage

Contact name: Eileen Beverley

Contact email: [Eileen.Beverley@interpublic.com](mailto:Eileen.Beverley@interpublic.com)

Website:

<http://newyork.advertisingweek.com/schedule/ceo-action-diversity-seminar-2018-10-01-1000>

Time: 10:00AM - 10:45AM

Participating Agency: IPG

Gender inequality.. #MeToo.. Charlottesville.. LGBTQ rights.. Immigration.. Implicit bias.. Collective action on diversity from the business community matters now more than ever. Bringing together CEOs from some of the world's most influential brands, CEO Action for Diversity & Inclusion™ is helping leaders put competition aside and focus on collaboration across organizations and industries. Hear from a panel of CEOs that have come together to explore how to they are coming together to drive tangible actions and impact.

### **Unstereotype Alliance: The Problem is Not Seeing the Problem**

Location: Sugar Factory

Website:

<http://newyork.advertisingweek.com/schedule/unstereotype-alliance-the-problem-is-not-seeing-the-problem-2018-10-01-1000>

Time: 10:00AM - 11:00AM

Participating Agency: IPG

Jess Weiner Business Strategist & Cultural Changemaker, Talk to Jess

Shelley Zalis CEO, The Female Quotient and Creator of The Girls' Lounge

Aline Santos Farhat EVP, Global Marketing, Unilever

Heide Gardner SVP, Chief Diversity & Inclusion Officer, Interpublic Group (IPG)

Asa Regnar Deputy Executive Director, UN Women

Bill Moseley Director, Marketing Communications, AT&T

### **Advancing the Advanced TV Conversation with Samsung Ads**

Location: Microsoft Stage

Website:

<http://newyork.advertisingweek.com/schedule/samsung-ads-seminar-2018-10-01-1030>

Time: 10:30AM - 11:00AM

Participating Agency: UM

TV is experiencing its most radical shift since the advent of cable. While the landscape has never been more fragmented, the possibilities have never been so promising. In the face of all these changes, advertisers are tasked to re-think the fundamentals of their TV strategy. Has TV become a digital line item? Is there enough scale and data for audience-based buys? How does OTT and Connected TV fit into the marketing mix? And perhaps most importantly, is it worth the time and effort?

Gabriella Mirabelli CEO, Anatomy

Tom Kuhn VP, Marketing, PGA Tour

Jenny Lang SVP, Managing Partner, Integrated Investment, Universal McCann

Michael Scott Head of Sales for the East Coast, Samsung Ads

Jules Strachman Senior Marketing Partner Manager

### **Customer Journey: From Consideration to Advocacy**

Location: Verticals Stage

Website:

<http://newyork.advertisingweek.com/schedule/-retail-seminar-2018-10-01-1200>

Time: 12:00PM - 12:45PM

Participating Agency: MRM//McCann

Personalization, online reviews and ratings from experts and consumers, multi-channel engagements, roadblocks, brand advocacy, privacy, multiple touch points -- a ton of terms, a ton of concerns – but what's really happening? The customer journey is changing for good with the lion's share of consideration happening on digital platforms. We'll give you a totally current analysis and assessment of the impact of the new customer journey on categories such as automotive and skincare. We will tell you what factors play a role for considerers and what makes them into advocates of your brand.

MavenMagnet, a multinational big data research company, through analysis of thousands of consumer conversations, has the ability to provide the nuance and texture of qualitative research and project them on a validated, projectable scale. A panel of top CMOs will take the findings and insights and provide assessment of the impact on their categories and marketing strategy.

Featuring MRM//McCann Global Chief Strategy Officer, Ariana Stolarz.

### **Making Innovation Work for Women and Girls**

Location: The Girls' Lounge, The Sugar Factory

Time: 1:30PM - 2:00PM

Participating Agency: Reprise

Joselle Galis, SVP, Head of Strategy, Reprise Digital

### **Transformation At Speed**

Location: Target Media Network Stage @ IMAX

Contact name: Kelly Harrison

Contact email: [Kelly.Harrison@rga.com](mailto:Kelly.Harrison@rga.com)

Website:

<http://newyork.advertisingweek.com/schedule/-rga-seminar-2018-10-01-1430>

Time: 2:30PM - 3:30PM

Participating Agency: R/GA

Join R/GA founder, chairman and CEO Bob Greenberg, along with Saneel Radia, EVP, Global Head of Consulting; Barry Wacksman, EVP Global Chief Strategy Officer; Jess Greenwood, VP, Strategy; and Ben Williams, VP Executive Creative Director, Products & Services, as they unpack the briefs that every brand should be tackling to transform their business, customer experience and marketing.

Bob Greenberg Founder, Chairman and CEO, R/GA  
Saneel Radia SVP, Global Head of Consulting, R/GA  
Jess Greenwood SVP, Strategy US, R/GA  
Barry Wacksman EVP, Global Chief Strategy Officer, R/GA  
Ben Williams VP, Executive Creative Director, Products & Services, R/GA

### **Leadership Lessons Across Generations**

Location: Sugar Factory

Website:

<http://newyork.advertisingweek.com/schedule/-leadership-lessons-across-generations-2018-10-01-1500>

Time: 3:00PM - 4:00PM

Participating Agency: Deutsch

This is the first time the Girls' Lounge has had five generations, on one panel, at the same time. Leadership isn't just top-down, but all around. In this candid discussion, leaders of today and tomorrow share what leaders of every generation can bring to the table and teach each other. They'll also unpack the action steps they're each taking to help drive equality—and what you can do to drive change in your own workplace.

Cathy Novelli Global Head of Corporate Marketing, Quantcast  
Savannah Sellers Host, NBC's Stay Tuned; Correspondent, NBC News and MSNBC, NBC  
Elaine Cox Executive Creative Director, Heat  
Judy Lee Global Head of Integrated Marketing, Pinterest  
Val DiFebo CEO, Deutsch NY  
Kay Koplovitz Managing Partner, Springboard Growth Capital

### **It's an Unpredictable Climate for Brands: Do You Know Where Your Advertising Is?**

Location: AWLearn Workshop Stage

Website:

<http://newyork.advertisingweek.com/schedule/-ias-workshop-2018-10-01-1600>

Time: 4:00PM - 5:00PM

Participating Agency: UM

Fake news, extremist content scandals, incendiary political commentary, brand boycotts and increasing scrutiny on social platforms – a multitude of factors have put brand safety in the spotlight. The rise of brand safety in the public consciousness has led some organizations to place executive-level focus on the problem. Ultimately, Brand safety is a tech problem that requires a tech solution. How are brands and agencies protecting themselves.

Join a fireside chat during which David Hahn, Chief Strategy Officer at Integral Ad Science, Joshua Lowcock, Global Brand Safety Officer at UM, and David Szahun, VP Global Media, American Express will take a deep dive into the current state of brand safety from the perspective of a major brand and a top-tier agency. Learn how they plan to protect themselves and their clients today and their plan for the future.

### **How Microsoft, Dentsu Aegis Network and McCann Dialed Up Diversity & Inclusion**

Location: Univision Stage

Website:

<http://newyork.advertisingweek.com/schedule/-microsoft-diversity-seminar-2018-10-01-1700>

Time: 5:00PM - 6:00PM

Participating Agency: McCann Worldgroup

How can agencies implement D&I efforts more effectively? Microsoft challenged Dentsu Aegis Network & McCann three years ago to transform their D&I strategy and this long-term commitment is exceeding expectations. Nick Brien, CEO, Americas, Dentsu Aegis Network will discuss how their partnership with Microsoft (Kathleen Hall, Corporate Vice President, Brand, Advertising and Research) resulted in a D&I framework that is creating benefits for both agencies, the brand & society.

### **The Creative Carousel**

Location: Realtor.com Stage

Website:

<http://newyork.advertisingweek.com/schedule/-storytelling-seminar-2018-10-01-1730>

Time: 5:30PM - 6:30PM

Participating Agency: McCann

Creative innovators will each have a turn on the carousel during this all-star panel. Listen as these experts share their insights into the creative universe and creative mindset. Each panelist will share secrets of finding creative success, and how to build great campaigns. Listen to personal inspirations, creative admirations, and what they hope is in store for the future of advertising.

Featuring McCann NY Co-Chief Creative Officer, Tom Murphy.

## Tuesday, October 2

### **Dynamic Duos**

Location: Realtor.com Stage

Website:

<http://newyork.advertisingweek.com/schedule/-dynamic-duos-2018-10-02-0930>

Time: 9:30AM - 10:30AM

Participating Agency: FCB

The agency and client relationship is one of the most critical ingredients to creating great work that drives business results. We will hear from client and agency Dynamic Duos who will share “behind the scenes” secrets about what it really takes to build strong partnerships. What are their principles of leadership? How do they create high performing teams? How do they resolve conflict? How do they measure success? Join us to learn from stories of their personal triumphs...and failures!!

Alicia Tillman CMO, SAP

Andrea Sullivan Chief Client Officer, VaynerMedia

Fazir Ali VP, Head of Product and Customer Experience, TaxAct

Stephen Clements Chief Creative Officer, YMedia Labs

Carter Murray Worldwide CEO, FCB

Eric Reynolds Senior Vice President – Chief Marketing Officer, The Clorox Company

### **That's Lit: Marketing to GenZ**

Location: Entertainment Stage

Website:

<http://newyork.advertisingweek.com/schedule/-thats-lit-marketing-to-genz-2018-10-02-1000>

Time: 10:00AM - 11:00AM

Participating Agency: McCann

Gen-Z is the most outspoken generation – forcing brands and corporations to reassess their values and marketing initiatives. Storytelling takes on another form, shaping cultural narratives and enabling individuals to take a stance and join the dialect. This panel of experts will address how to speak to this audience, how to produce stories for them and attract them to your brand message.

India Wooldridge SVP, Director, McCann Truth Central

### **We're Better Together: How Collaboration Drives Innovation**

Location: The Girls' Lounge, The Sugar Factory

Time: 10:30AM - 11:00AM

Participating Agency: UM

Deidre Smalls-Landau, Global Chief Cross-Cultural Officer, UM and IPG Representative, Time's Up

### **Discover Talk: The Whitewalkers Are Upon Us - Driving Trust and Interoperability**

Location: IBM Watson Marketing Stage

Website:

<http://newyork.advertisingweek.com/schedule/-discover-talk-the-whitewalkers-are-upon-us-driving-trust-and-interoperability-in-rtb-2018-10-02-1105>

Time: 11:05AM - 11:45AM

Participating Agency: MAGNA

As the programmatic ecosystem continues to consolidate smaller businesses need to stop bickering and cooperate or face extinction. Auction games in RTB need to end and a common ID needs to scale. These two changes can elevate programmatic to the next level. The only question is how do we get there?

### **Upgrading the Ad Experience: How Quality Standards Are Raising the Bar in Digital**

Location: Microsoft Stage

Website:

<http://newyork.advertisingweek.com/schedule/-openx-seminar-2018-10-02-1130>

Time: 11:30AM - 12:10PM

Participating Agency: Cadreon

Uniform, clear and reliable quality standards have emerged in digital advertising to guide every player in identifying partners worthy of investment and trust. This panel session will discuss the industry-wide standards taking shape today and their initial impact, other quality initiatives on the horizon, and how brands and publishers can lean on these standards to choose quality.

Featuring Erica Schmidt, Global CEO, Cadreon

### **CEO Connectors**

Location: Target Media Network Stage @ IMAX

Website:

<http://newyork.advertisingweek.com/schedule/-ceo-connectors-2018-10-02-1200>

Time: 12:00PM - 1:00PM

Participating Agency: McCann

Join a discussion with top leaders across Marketing, Media and Technology who are leading the charge in disruption and innovation. The group will dive in to how we connect with audiences today and tomorrow, and the biggest challenges and opportunities they face on a daily basis.

Featuring McCann North America President, Chris Macdonald.

### **Tech Not Tiaras: How Our Industry is Building Tomorrow's STEM Workforce (And how you can help)**

Location: Univision Stage

Website:

<http://newyork.advertisingweek.com/schedule/-adcouncil-seminar-2018-10-02-1300>

Time: 1:00PM - 2:00PM

Participating Agency: McCann

When we asked Gen Z girls about their associations with STEM-related jobs, they said they weren't cool, diverse, or smart...and just "not for them." So how do we break stereotypes and fix our gender-imbalanced pipeline? Today's leading tech companies – Microsoft, IBM, Google, GE, Verizon—have joined the Ad Council on a new 'SheCanSTEM' campaign to inspire more female talent for tomorrow's industries. Come learn how you can help play a role.

Featuring McCann New York Co-Chief Creative Officer, Sean Bryan.

### **Raising the Next Generation of Men**

Location: 1991 Broadway, New York

Contact name: Tracy Brady

Contact email: Tracy.Brady@hhcc.com

Time: 2:45PM - 3:15PM

Participating Agency: Hill Holliday

Hill Holliday's Mike Grimes, SVP, Director of Editorial Strategy will be participating in a panel as part of the Men of Action Summit.

We learn gender roles starting from a very young age, and these gender stereotypes are carried with us into our work lives. What messages are we sending to our sons about what it means to be a man—and a leader? How does this impact their views of themselves and how they treat women? In this unplugged discussion, male leaders share ideas on how to raise boys who will grow into good men.

### **Who Run The World?**

Location: Univision Stage

Website:

<http://newyork.advertisingweek.com/schedule/-who-run-the-world-2018-10-02-1500>

Time: 3:00PM - 4:00PM

Participating Agency: FCB

Women across the industry come together on this panel to talk roses and thorns of their careers, their greatest triumphs and failures, and get the audience fired up and inspired to walk out knowing what it feels like to be bad-ass leader in this business.

Featuring FCB Global Chief Creative Officer, Susan Credle.

### **What Men are Really Thinking at Work**

Location: The Sugar Factory, 1991 Broadway Street, New York, NY

Time: 3:15PM - 3:45PM

Participating Agency: IPG

We need to have tough conversations in the workplace to instill empathy and drive change. This will call for us to create safe spaces, and get comfortable with being uncomfortable. In this candid talk, leaders share what many men in the workplace may be thinking but are afraid to say (think: Is it still okay to tell a female colleague that she looks nice?), and how to respectfully start a dialogue about what's appropriate or not. Discover the new rules of etiquette for common workplace scenarios.

### **Getting to Equal: We're All in This Together**

Location: The Girls' Lounge, The Sugar Factory

Website:

<http://newyork.advertisingweek.com/schedule/-getting-to-equal-were-all-in-this-together-2018-10-02-1700>

Time: 5:00PM - 6:00PM

Participating Agency: The Martin Agency

Featuring The Martin Agency's Greg Fischer, SVP/Director of Comms Planning

### **Acxiom-hosted Networking Reception (invitation only)**

Location: Nomad Hotel Rooftop

Contact name: Melissa Mathews

Contact email: Melissa.mathews@acxiom.com

Time: 6:00PM - 9:00PM

Participating Agency: Acxiom

This is an invitation-only event, hosted by Acxiom, at the Nomad Rooftop. The event is for Acxiom clients and prospects, and we are expecting around 180 attendees for heavy hors d'oeuvres and cocktails.

## **Wednesday, October 3**

### **What About The Men?**

Location: AWLearn Workshop Stage

Website:

<http://newyork.advertisingweek.com/schedule/-what-about-the-mena-2018-10-03-0900>

Time: 9:00AM - 10:00AM

Participating Agency: IPG

Men are unsure of their roles in the TIME'S UP™ and #MeToo movements. It's a divisive, complex discussion. What part do men play? Why is it our responsibility as women to integrate them into the conversation? What impact does the women's movement have on men of color? The need for open, courageous conversation has never been greater. Join this session to look at how men can be allies in dismantling patriarchal structures that allow for harassment, and what kind of awareness and action will help people of all kinds to rise together.

**People-Based Marketing Seminar: “The New Face of Data-Driven Advertising”**

Location: The Microsoft Stage  
Contact name: Melissa Mathews  
Contact email: [Melissa.mathews@acxiom.com](mailto:Melissa.mathews@acxiom.com)  
Time: 10:30AM - 11:20AM  
Participating Agency: Acxiom

Consumers are generating more demand signals than ever before. But without the right technology and expertise, brands, agencies and their partners may not be prepared to recognize and ingest the right signals, using them effectively to inform and optimize their advertising efforts. Join us and our panel to hear more about what's next in data-driven marketing and the working model of the future.

Moderator: Dennis Self, Co-President, Acxiom  
Panelist: Melinda Walsh, CMO, Chase Auto Finance; Joanna O’Connell, VP - Principal Analyst, Forrester Research; Atul Dalmia, SVP, Global Commercial & Merchant Analytics, American Express; Saejin Park  
Director, Global Data Monetization, General Motors

**Production Systems Designed for the Stories of the Future**

Location: NewGen Stage  
Website:  
<http://newyork.advertisingweek.com/schedule/production-systems-designed-for-the-stories-of-the-future-2018-10-03-1320>  
Time: 1:20PM - 2:00PM  
Participating Agency: Deutsch

Data driven storytelling and real time content creation processes require custom production systems uniquely tailored towards the specifics of the idea, proprietary software development, hardware configuration, a deep understanding of video craftsmanship, creative technology and sometimes custom syndication partnerships. Meet some of the world’s leading production minds that are leading the charge on these uncharted waters.

Featuring Pam Scheideler, Partner, Chief Digital Officer, Deutsch Los Angeles

**Making Brands Memorable Through Music**

Location: AWLearn Workshop Stage  
Website:  
<http://newyork.advertisingweek.com/schedule/sostereo-workshop-2018-10-03-1400>  
Time: 2:00PM - 3:00PM  
Participating Agency: McCann

Making Brands Memorable Through Music - How music can empower Brands to better connect with consumers

**Connecting the Dots: How to Make Sense of the Complete Mobile User Journey**

Location: Microsoft Stage  
Website:  
<http://newyork.advertisingweek.com/schedule/ogury-seminar-2018-10-03-1430>  
Time: 2:30PM - 3:30PM  
Participating Agency: Initiative

With the advent of machine learning and other technological advances, there are more mobile data analytics and measurement solutions available to marketers today than ever before. And yet, finding a way to match up these disparate data points into a coherent marketing strategy is quite the challenge. With so many tools on offer, the range is baffling. Which should you invest your faith (and budget) in? Which metrics really matter?

In this session, hear from leading marketers from on how they connect the dots to produce world class marketing strategies, powered by mobile data.

Featuring Initiative Global Head of Audiences, Jessica White.

## RESOURCES

### Monday, October 1

**The Girls' Lounge @ Advertising Week**

Location: The Sugar Factory, 1991 Broadway Street, New York, NY  
Time: 8:00AM - 6:00PM  
Participating Agency: IPG

### Tuesday, October 2

**The Girls' Lounge @ Advertising Week**

Location: The Sugar Factory, 1991 Broadway Street,  
New York, NY  
Time: 8:00AM - 2:00PM  
Participating Agency: IPG

**Men of Action Summit @ Advertising Week**

Location: The Sugar Factory, 1991 Broadway Street,  
New York, NY  
Time: 2:00PM - 7:00PM  
Participating Agency: IPG