

## CALENDAR

Tuesday, September 29

### **COVID Reset @ Noon: Fast Forward with Philippe Krakowsky**

Website:

<https://virtual.advertisingweek.com/schedule/-/covid-reset-noon-2020-09-29-1200>

Time: 7:00AM - 8:00AM

Participating Agency: IPG

The post-COVID-19 world is markedly different from what we have all seen before. Marketers are challenged to think more creatively about messaging, execution, and distribution; and ROI has never been more important. As a result, a brand's ecosystem of partners must shift their value propositions and provide value and offerings they may not have imagined previously. In this conversation, hear from IPG COO Phillippe Krakowsky on how the holding company and its agencies are reinventing their model for a future that's come earlier than expected, all with a goal to help marketers navigate unprecedented challenges.

### **Agency Transformation: Building for the Future Together, Now**

Website:

<https://live.advertisingweek.com/agenda/session/378459>

Time: 11:30AM - 12:00PM

Participating Agency: UM

Recent disruption has amplified the demand from clients for diversified services, making this an opportune time for agencies to transform their business model.

However, there's no one-size-fits-all playbook for transformation and building out new capabilities in a way that's financially sustainable can be complex.

This session is an opportunity for the industry to understand how to support transformation, helping both agencies and advertisers alike identify key areas of focus and how together we can drive progress.

In an extraordinary moment where the combination of healthcare, economic and societal crises challenged the marketing and communications industry the world over, the dynamic between consumers, advertisers and agencies was reset.

Businesses focused on cultivating resilience, seeking opportunity for innovation and digital transformation, will emerge stronger. And while the landscape will continue to change, an agency's first priority remains constant – deliver inspired work that resonates with consumers and drives results for clients.

Join this session to hear about research conducted with Forrester to understand what's top of mind for clients and agencies in the partner dynamic as well as hearing from an agency exec on their top barriers and priorities in driving transformation within their organization.

Key Take Aways:

1) Understand the latest insights from Forrester on changing consumer behaviour and the impact this had on brands' needs from agencies.

2) Identify growth opportunities and potential barriers for transformation, hearing directly from an agency already on this journey.

3) Reevaluate your agency-client relationship to create a mutual partnership that fosters transformation.

## Wednesday, September 30

### **Great Minds Chairman's Desk with Michael Roth**

Website:

<https://live.advertisingweek.com/agenda/session/378163>

Time: 8:00AM - 8:30AM

Participating Agencies: none

In this session, Interpublic Group Chairman & CEO Michael Roth chats with MilkPEP CEO Yin Woon Rani to discuss her role, the milk category's growth amidst the COVID-19 pandemic, remote working, diversity and inclusion and the successful re-introduction of the iconic got milk? campaign.

## Thursday, October 1

### **The Big Data Reset**

Website:

<https://virtual.advertisingweek.com/schedule/-acxiom-episode-2020-10-01-1200>

Time: 5:00AM - 6:00AM

Participating Agency: Acxiom

The future of data-driven customer experience is uncertain. Not all consumers are on a journey towards a more open and expanded data economy. The pandemic has further polarised attitudes - with some consumers willing to accept the wider social benefits of altruistic data-sharing to combat the virus but others resisting due to a greater infringement on their privacy.

Such a disconnect between the demands and requirements for an optimised future data-enabled living and the stated beliefs of consumers, is a clear and present challenge facing brands, organisations and government across global markets.

The industry needs to reset consumer understanding and appreciation of data, so that risks can be mitigated without throwing away the many benefits the data world brings to society.

The session would be jointly hosted by Foresight Factory and Acxiom to discuss our research and proposed need for a proactive industry initiative.

### **The Reality of Data-Driven Everything**

Website:

<https://virtual.advertisingweek.com/schedule/-acxiom-leadership-luncheon-2020-10-01-0900>

Time: 9:00AM - 10:00AM

Participating Agency: Acxiom

Data continues to transform marketing and advertising. Research is showing there is a huge opportunity around data-driven media, creative, customer service, measurement and more. The potential is there but what will it really take to turn it to reality.

What does it take to deliver this shift, transforming a brand's ability to better understand its customers, to deliver better experiences and better results for the brand? What are the big barriers to break down. This panel will discuss the opportunities and benefits to brands bringing real life examples of those leading the way. Moderated by Jed Mole, CMO, Acxiom, you will hear from executives from Starcount, Mediacom and Kinesso.

### **Finding Balance in an Unbalanced World: Career**

Website:

<https://live.advertisingweek.com/agenda/session/377972>

Time: 9:30AM - 10:00AM

Participating Agency: R/GA

As the world continues to experience unrest due to the pandemic and a variety of other factors, working women are struggling to balance their full-time career, family and personal wellbeing.

In this new normal, networking, job hunting and advancing one's career has become increasingly difficult. From looking for a new position to ensuring you are being recognized for the work you do, top workplace experts will share the best tips and advice to move your career forward right now.

### **The Truth About Change - enduring constants in uncertain times**

Website:

<https://virtual.advertisingweek.com/schedule/-mccann-episode-2020-10-01-1630>

Time: 10:00AM - 10:30AM

Participating Agency: McCann Worldgroup

Join McCann Worldgroup and leading CMOs as we discuss the momentous events and movements shaping the world we inhabit today and their impact on brands, people, culture and industry as we adapt to an environment characterized by accelerated and on-going uncertainty.

In conversation with Mark Lund they will examine how the 8 key AdWeek Pillars - Acceleration; Community; Creativity; Entertainment; Equality; Leadership; Purpose and Rebuilding - are:

- Manifesting in their industry

- The extent of the changes being felt

- The resulting imperatives for their product, people and businesses. (I.e. Entertainment - what will consumers want this to be and in what format - what follows after Instagram/TikTok?)

These industry leaders will assess the changes they expect to see - as well as the enduring constants - and what will matter more than ever to our industry in the year ahead.

### **CMOs Deep Dive**

Website:

<https://virtual.advertisingweek.com/schedule/-mccann-deep-dive-2020-10-01-1500>

Time: 10:30AM - 11:00AM

Participating Agency: McCann Worldgroup

Following the 30-minute Truth about Change session, there will be an informal Q&A with Mark, Susan and Zeynep.

Come and ask your probing questions in an informal Q+A style format. Everything you've always wanted to ask in one place!

## Friday, October 2

### **Nurturing Creativity During a Pandemic**

Website:

<https://live.advertisingweek.com/agenda/session/378012>

Time: 10:30AM - 11:00AM

Participating Agencies: McCann, Deutsch

As the pandemic has forced advertising agencies to work from home, how has the industry found inspiration amidst a world in strife, utilized in-house production to create work and nurtured culture to keep employee spirits up? Learn from the creative heads at Goodby Silverstein & Partners, Deutsch LA and McCann how they've survived (and even thrived) under quarantine.

## Monday, October 5

### **Data Done Right: The Customer Data Platform of the Future**

Website:

<https://virtual.advertisingweek.com/schedule/-acxiom-episode-2020-10-05-1030>

Time: 10:30AM - 11:30AM

Participating Agency: Acxiom

Brilliant marketing relies on a foundational data layer that is prepped, optimized and integrated across the entire marketing ecosystem in the right way. To create exceptional, in-the-moment customer experiences brands must build their customer data platform on sound data management, data strategy, and identity management, while using the technologies of today with an eye to the future. Join Acxiom and Tealium as they discuss the must-haves of the customer data platform for today and tomorrow.

### **Laying the Groundwork for Authentic DEI**

Website:

<https://live.advertisingweek.com/agenda/session/378143>

Time: 11:30AM - 12:00PM

Participating Agencies: MRM, Acxiom

Diversity, equity, and inclusion (DEI) is becoming an increasingly valued priority for organizations, today more than ever. Creating a work environment that provides opportunities for unique and authentic collaboration among diverse voices ultimately improves outcomes and positively impacts bottom lines. This session will discuss ways in which the groundwork can be laid for authentic DEI in an organization, and will discuss the results that can come from this commitment.

**The Talent Disconnect: Why agencies and marketers need to work together with academia to build our next generation of top talent**

Website:  
<https://live.advertisingweek.com/agenda/session/378345>  
Time: 11:30AM - 12:00PM  
Participating Agency: McCann

With McCann's Chris Macdonald

## Tuesday, October 6

**Customer Experience Is Today's Business**

**Currency**

Website:  
<https://virtual.advertisingweek.com/schedule/-acxiom-2020-10-06-1015>  
Time: 10:00AM - 11:00AM  
Participating Agency: Acxiom

Positive customer experiences lead to customer growth, which in turn drives business results. Great experiences happen when brands know their customers and understand what is relevant to them. The pressure to gain customer intelligence, build communities and connect that insight across all of your marketing has never been greater. Our panel of experts will look at what's needed to build insights and 'connect the dots' to better understand your customers by sharing their own experiences.

**2020 Vision with Harris Diamond, CEO, McCann Worldgroup**

Website:  
<https://live.advertisingweek.com/agenda/session/378124>  
Time: 3:45PM - 4:00PM  
Participating Agency: McCann

As the industry comes together to set the new global agenda for the future of advertising, what's next, how are businesses responding to new challenges and what advice do industry leaders have to reset, reimagine and rebuild for success? Join Harris Diamond from McCann Worldgroup for some exclusive insights, trends and ideas!

**A More Human Future of Organizations**

Website:  
<https://live.advertisingweek.com/agenda/session/377987>  
Time: 4:00PM - 4:45PM  
Participating Agency: R/GA

R/GA Group Director of Org Innovation Clay Parker Jones and Associate Director Alexandra Vu lead R/GA's Org Innovation practice, during this talk, they'll share their experience and insights on how to decode and re-code organizations for innovation and growth.

**Brand America**

Website:  
<https://live.advertisingweek.com/agenda/session/378296>  
Time: 4:00PM - 4:30PM  
Participating Agency: McCann

Harris Diamond, Global Chairman and CEO of McCann and Richard Edelman, CEO, Edelman, discuss the current and future state of Brand America and American brands with John Battelle, CEO of The Recount and the renowned Merit Janow, Dean, School of International and Public Affairs; Professor of Professional Practice in International Economic Law and International Affairs at Columbia University. An unmissable combination of intellectual heavyweights.

## Wednesday, October 7

**Why It's Time to Create a New Leadership**

**Playbook**

Website: <https://bit.ly/3I2AdVQ>  
Time: 10:00AM - 10:30AM  
Participating Agency: Huge

Judith Hoogenboom, Chief Strategy Officer, Huge Inc.  
Josh Bronstein, Head of Learning and Leadership Development, Bank of America  
Bonita Stewart, Vice President, Global Partnerships, Google  
Lori Costew, Chief Diversity Officer and People Strategy, Ford Motor Company  
Ronda Carnegie, Chief Innovation Officer, The Female Quotient

## **Podcasting is Working for Brands - Here's Where it's Going Next**

Website:

<https://live.advertisingweek.com/agenda/session/378278>

Time: 10:30AM - 11:00AM

Participating Agency: IPG Media Lab

As recently stated in Forbes, "In the kingdom of brand experience, audio is emerging as the next successor to the crown." Podcasting is clearly one of its primary channels.

From new formats like short-form podcasts, to intelligence that determines how ads work best for the format, brands' opportunities to get podcasting right are only growing. Discover where things are headed in this panel featuring leaders from Axios, Megaphone, Veritonic and more.

Among the range of levers that marketers can pull to win over consumers with audio, podcasting is obviously one of the most primary -- and the market is reflecting it. Revenue will grow roughly 15% this year. Consolidation in the space abounds. Several new podcasts probably just launched as you were reading this. And tech innovation, which helps ensure that marketers leverage the channel effectively to foster deep relationships with consumers, is keeping pace. From new formats like short-form podcasts, to intelligence that determines how ads work best for the format, brands' opportunities to get podcasting right are only growing.

Join leaders from each side of the movement -- publisher, brand, monetization platform, and data provider -- as they delve into new case studies and discuss where to look next.

Featuring: Matt Turck, Chief Revenue Officer, Megaphone; Niala Boodhoo, Host, Axios Today; Scott Simonelli, CEO and co-founder, Veritonic; Scott Elchison, Manager, Partnerships, IPG Media Lab

## **Executive Interview with Jim Joseph, President, McCann Health North America**

Website:

<https://live.advertisingweek.com/agenda/session/378152>

Time: 11:00AM - 11:30AM

Participating Agency: McCann Health

Jim Joseph, President of McCann Health North America, will discuss the changing health communications ecosystem and concrete ways that marketers can ensure they'll continue to create meaningful connections.

## **Unlocking Data for Better Outcomes in Health and Wellness**

Website:

<https://virtual.advertisingweek.com/schedule/-acxiom-episode-2020-10-07-1200>

Time: 12:00PM - 1:00PM

Participating Agencies: Acxiom, McCann Health

The data revolution is here and it is helping every industry take giant leaps forward in delivering better experiences and services particularly in healthcare. With more data than ever being collected and more people willing to share their data, this could potentially help provide unprecedented engagement and care, leading to better patient outcomes and lower health costs.

There's no question that data can help transform the world of health and wellness. But numerous questions must be considered as we explore new ground in this industry. This session will cover new trends and opportunities for brands using data the right way.

## **How to Launch a Brand Platform in Unprecedented Times**

Website:

<https://virtual.advertisingweek.com/schedule/-huge-episode-2020-10-07-1330>

Time: 1:30PM - 2:00PM

Participating Agency: Huge

This fireside chat provides a firsthand look into how a leading financial services company and a trailblazing agency tossed convention aside amidst COVID-19 and quickly pivoted to launch the groundbreaking, emotion-evoking brand platform.

**Bringing Social Responsibility, Accountability, and Action to Media**

Website: <https://live.advertisingweek.com/agenda/session/378262>  
Time: 1:30PM - 2:00PM  
Participating Agency: UM

It's often been said that we're dealing with two distinct global pandemics in 2020: Covid-19 and the fight for social justice against racism. The advertising industry sits at an interesting crossroads; its ability to help shape consumer sentiment, illuminate injustice, and demand responsibility in journalism is unmatched. It's important that the industry as a whole understand our role and are clear-eyed about the road ahead.

Featuring: Ryanne Laredo, Chief Customer Officer, Amobee; DeRay McKesson, Co-Founder, Campaign Zero; Joshua Lowcock, Chief Digital and Global Brand Safety Officer, UM

**Thursday, October 8**

**In Brands We Trust: Why Today's Consumers Expect More From Companies**

Website: <https://bit.ly/312AdvQ>  
Time: 10:00AM - 10:30AM  
Participating Agency: Huge

Hayley Romer, Chief Revenue Officer and Publisher, The Atlantic  
Reem Abeidoh, Head of Global GTM, LinkedIn  
Fura Johannesdottir, Chief Design Officer, Huge  
Rocky Egusquiza, Executive Director, Miami Marlins Foundation  
Miriam Warren, SVP, Engagement, Diversity and Belonging, Yelp

**Pushing Towards Racial Equity, From Rising Talent to Executive Leadership**

Website: <https://bit.ly/312AdvQ>  
Time: 11:00AM - 11:30AM  
Participating Agency: R/GA

Kelly Harrison, Senior Director of Marketing & Communications, R/GA  
Jai Tedeschi, Executive Operations & Production Director, R/GA  
Julie Andrews, Executive Production Director, R/GA  
Lynda Blaney-Smith, Director, Business Affairs, R/GA

**Empowering Women - Brighter Futures, Better Business**

Website: [https://marketing.acxiom.com/US-AHWBNR-WomenLEADempowerment-Oct82020\\_LP-Main.html?utm\\_source=event&utm\\_medium=email&utm\\_campaign=lead-panel&utm\\_content=aw-global](https://marketing.acxiom.com/US-AHWBNR-WomenLEADempowerment-Oct82020_LP-Main.html?utm_source=event&utm_medium=email&utm_campaign=lead-panel&utm_content=aw-global)  
Time: 2:00PM - 3:00PM  
Participating Agencies: IPG, Acxiom, Weber Shandwick

This year is the 100th anniversary of women's right to vote, and voting is just one of the many ways that women can make their voices heard. Acxiom will host a panel discussion with IPG's Michael Roth and other executives across a diverse set of brands and partners.

As we strive toward a more equal world for all, it's important that we use our voices to discuss tough topics and work toward solutions. In this session, our panelists will use their unique voices and perspectives to discuss gender equality (including what it looks like in the workplace given this year's pandemic and the move toward working from home), the wage gap opportunity, and how treating women and men fairly in the workplace establishes better business and employee outcomes.

Moderator: Gail Heimann, President & CEO, Weber Shandwick  
Panelists:  
Michael Roth, Global CEO, IPG  
Emily Cain, Executive Director, Emily's List  
Jen Sey, Chief Marketing Officer, Levi Strauss & Co.

**RESOURCES**