



ADVERTISINGWEEK

AWNNEWYORK **AW**EUROPE **AW**ASIA **AW**LATAM **AW**PAC **AW**AFRICA

BRING YOUR IDEAS TO THE ADVERTISING WEEK STAGE

GLOBAL THOUGHT LEADERSHIP



Created in 2004, Advertising Week has evolved into the world's largest business to business platform uniting the ad tech, brand/client, creative, marketing and media ecosystem. With major annuals in London, New York City and Tokyo, since inception, The Week has drawn more than 1.2 million global participants for a week-long hybrid of thought leadership seminars and unique daytime and evening special events.

2019 marked the 16th edition of Advertising Week **New York** in NYC, the franchise global flagship. In 2020, we will celebrate year three in **LATAM** in Mexico City and **APAC** in Sydney markets. AW **Europe** will celebrate its eighth edition in London this year, and year five of Advertising Week **Asia** will commence in Tokyo. We look forward to expanding to **Africa** in 2020 in Johannesburg.

Our mission is to be the leading source of education, enlightenment, engagement and entertainment for the global intersection of marketing and technology through a unique network of must-attend events and year-round digital learning services.

We want speaking at our Advertising Week events to feel special. Not just an average day in the office. Our attendees expect to see the best of the best on our stages. People come to see the world's leading experts and boost their own careers through inspiration and ideas, along with practical learnings.

THOUGHT LEADERS

Advertising Week's daytime thought leadership program is made up of seminars and workshops focused on the industry's most important topics. From innovations in technology, to creative storytelling and new trends in data-driven marketing, our program is built to be diverse, educational and thought provoking.

Industry leaders like Sheryl Sandberg, Arianna Huffington, Sir Martin Sorrell, Will Smith, Serena Williams, Gwyneth Paltrow, Colleen DeCourcy, Jessica Alba, Gary Vaynerchuk and Mark Cuban are just a few examples of the inspiring speakers who have spoken at Advertising Week.



WILL SMITH



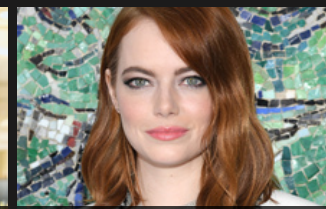
COLLEEN DECOURCY



KATIE COURIC



GARY VAYNERCHUK



EMMA STONE



ARIANNA HUFFINGTON



AMY SCHUMER



ANDREW MILLSTEIN



BOB GREENBERG



DAVID DROGA



DREW BARRYMORE



JON STEWART



KATE HUDSON



KEITH WEED



SERENA WILLIAMS



MARK CUBAN



MICHAEL STRAHAN



MARY BARRA



PHILIPP SCHINDLER



SIR MARTIN SORRELL



RICHARD BRANSON



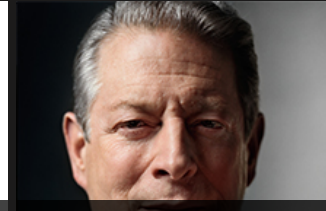
JESSICA ALBA



GWYNETH PALTROW



SHERYL SANDBERG



AL GORE



Thought Leadership Seminar Content

Advertising Week is globally built on a foundation of inspiring and forward thinking thought leadership. It is on the AW Stages that agendas are set for the following year, competitors come together for debate and discussion, and cultural icons re-inspire the industry.

The content on the AW Stages goes deep into topics, trends and of-the-moment issues that are critical to our audience.

How Do You Want to Position Your Brand?

- Think about where your **expertise** lie. What unique **insights** do you have to offer?

Who Should You Bring On Stage?

- **Number of Speakers:** We recommend no more than a moderator + four speakers. This ensures all speakers have ample time to share their insights.
- **Celebrity Speakers:** While celebrity speakers help the draw power of a session, it is crucial that they also be relevant. Consider a very strong interviewer.
- **Diversity:** Our research shows the more diverse your speakers are — in every sense from background to gender, from views to career path — the better the session will perform with our audience.
- **Moderator Selection:** Moderators are key to great debates – they should be well versed in the subject and able to effectively move the conversation along, asking tough questions and focusing on points of high interest and tangible learnings for the audience.



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What **Format** Is Best Suited?

- We are open to a wide array of formats and encourage you to **get creative in ways to engage with the audience**.
- **Solo Presentation**: This format is reserved for speakers who can truly captivate the room. Speakers should offer informative and engaging insights, share inspiring creative, and give attendees key takeaways to bring back to the office.
- **Fireside Chat**: This is most effective with high-profile speakers who benefit from a second point of view or an interviewer to keep the conversation moving.
- **Panel**: This is a popular format as it allows for many voices to be heard on a subject. But a quality panel requires participants to share opinions, to debate with co-panelists and to dig below the surface to produce a lively and engaging conversation.
- **Discover Talk**: These 7-10 minute solo speaking opportunities hone in on a specific innovation, campaign, personal experience or passion, or unique point of view. These perform particularly well with our digital audience.
- **Deep Dive**: This is an informal Q&A style, conversational chat; a chance for a smaller audience to ask their most probing questions to industry stalwarts. Our audience loves this format. Here we may also cater to specific communities, like working parents, BAME workers and diverse minds.
- **Debate**: Head-to-head robust debate on stage, with a motion and chair.
- Be sure to save time for **questions!**



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Where Does Your **Content Fit** In The Overall Agenda?

- Consistent with past practice, Advertising Week does not have a “theme.” Instead, we aim to have a mix of both **timely** and **evergreen** content. All ideas are welcome!
- In 2020 we have united our stages globally – personifying the defining qualities and activities of our industry. These categories will be include:

- **Artificial Intelligence**
- **Creativity & Design**
- **Data & Analytics**
- **Impact & Purpose**
- **Leadership**
- **Marketing Innovation**
- **MarTech**
- **Mobile Messaging & Bots**
- **Sports & Entertainment**
- **Storytelling**
- **Video & Cross Screen**
- **Influencer Marketing**

The placement of all seminars and speakers is determined by our expert Content Review Board.



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Programming Guidelines

- **Controversy and Newsworthy Moments:** Look toward the future, break the mold.
 - AW is a great place to **launch a campaign, share research findings, and introduce leadership.** The audience is there to learn and be inspired.
- **Macro Trends or Perspectives:** Don't be afraid to look beyond the industry.
- **Avoid the Sales Pitch under all circumstances.**
- **Engage the Audience:** Get creative! Make it interactive!
- **Audio & Visual Tools:** We encourage you to take advantage of the projection screens to show videos, demonstrations and more, to leave a lasting impression.
- Make sure to adhere to programming deadlines! We will not accept any content updates or changes two weeks prior to the event.
- **Key Takeaways:** We require that all sessions provide 3 – 5 takeaways. These should be actionable insights that attendees can apply in their careers. They will help formulate your session and ensure your session is valuable to all.
- **Quick tips:**
 - Invite clients to join you on stage, they bring a unique and valued point of view to the table and give more credibility to any case study
 - Develop a catchy title
 - Descriptions should be to the point and make it clear what can be gained by attending
 - Defend your point of view with case studies, facts and statistics!
 - Presentations assist with audience engagement



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Process & Event Dates

Please include the following for all speaker & seminar submissions:

- A **thoughtful and relevant** title
- A **brief** description of the content (max. 100 words)
- A list of prospective **speakers**
- We have two content submission dates – the first means we guarantee to consider your entry; the second deadline means we have already filled most of our program but will consider you for last-minute opportunities.

2020 Advertising Week Dates:

#AWLATAM March 3-5 (first deadline 14 Nov 2019; second 17 January 2020)

#AWEurope 16-19 March (first deadline 14 Nov 2019; second is 24 January 2020)

#AWAfrica May 2020 (first deadline 13 January 2020; second deadline is 6 March 2020)

#AWAsia May 2020 (first deadline is 24 January 2020; second deadline is 27 March 2020)

#AWAPAC August 2020 (first deadline is 24 April 2020; second deadline is 6 June 2020)

#AWNNewYork Fall 2020 (first deadline is 6 April 2020; second deadline is 8 June 2020)