



ADVERTISING WEEK ASIA

MAY 29 - JUNE 1, 2017

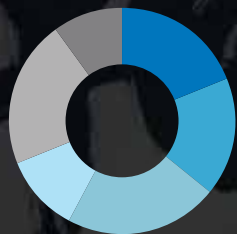
#AWASIA



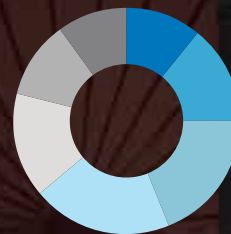
2016 BY THE NUMBERS

4 DAYS 106 EVENTS 11,013 ATTENDEES 228 SPEAKERS

DELEGATE PROFILE



- AGENCY - MEDIA 19%
- AGENCY - CREATIVE 17%
- MEDIA OWNER 22%
- MARKETER 11%
- TECH/DIGITAL 21%
- OTHER 10%



- PRESIDENT/CEO 11%
- CMO/CFO/COO 14%
- EVP/MANAGING DIR 19%
- VICE PRESIDENT 20%
- DIRECTOR 15%
- MANAGER 11%
- OTHER 10%

PARTICIPATING COUNTRIES

JAPAN • CHINA • SOUTH KOREA • SINGAPORE • UNITED STATES • UNITED KINGDOM
PHILIPPINES • TAIWAN • VIETNAM • INDIA • INDONESIA • THAILAND • AUSTRALIA
BRAZIL • CANADA • GERMANY • NETHERLANDS

SOCIAL & CONTENT

52,900,695
#AWASIA IMPRESSIONS

12,500,000
SOCIAL IMPRESSIONS

10,579
TOTAL TWEETS USING #AWASIA OR MENTIONING
@ADVERTISINGWEEK OR @ADVWEEKASIA



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ABOUT

Advertising Week Asia is a week of inspiring thought leadership, entertainment and special events that celebrate the industry and its talent. During The Week, the brightest minds in the business from the marketing, advertising, technology and entertainment industries come together in Tokyo to join in key conversations designed to drive business forward and influence the global industry.

DAILY SCHEDULE

Tokyo Midtown, Roppongi Area

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
MORNING		Keynote Series	Keynote Series	Keynote Series
MIDDAY		Lunch	Lunch	Lunch
AFTERNOON		Seminars & Workshops	Seminars & Workshops	Seminars & Workshops
EVENING	Evening Events: Opening Gala	Evening Events: Networking Cocktails	Evening Events: Networking Cocktails	Evening Events: Wrap Party

