



ADVERTISINGWEEK

GLOBAL THOUGHT LEADERSHIP

Since 2004 Advertising Week has united the ad tech, brand-client, creative, marketing, and media ecosystems to grow into the world's largest advertising industry happening. Since its inception, "The Week" has drawn more than 1.2 million participants at week-long industry festivals throughout the globe. Regardless of world market, Advertising Week promises a unique hybrid of thought leadership seminars, networking events, entertainment and unique activations, day and night.

2018 marked the 15th anniversary of **Advertising Week** in New York. Now, in 2019, we celebrate our second year in both Mexico City and Sydney at **AWLATAM** and **AWAPAC**. 2019 also marks **AWEurope**'s seventh edition in London and the fourth year of **AWAsia** in Tokyo. This fall we are excited to arrive in Johannesburg for the inaugural edition of **AWAfrica**!

Our mission is to be the leading source of education, enlightenment, engagement and entertainment for the global intersection of marketing and technology. We do this through a unique network of must-attend events and year-round digital interaction with our served community.

We achieve this through the combination of our in-depth industry knowledge and relationships with thought leaders who pave the way forward and enable the global marketing world to thrive.



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Thought Leadership Seminar Content

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

The content on AW Stages goes deep into the topics, trends and timely issues that are critical to our audiences around the globe.

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 + 4 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.
- **Diversity:** Please be mindful that the more diverse your speakers are — in career background, seniority, gender, race and point of view — the more lively and informed the conversation will be. Sparking thoughtful debate is key.
- **Moderator Selection:** Moderators should be well versed in the subject at hand and able to effectively move the conversation along, asking tough questions and focusing on points of high interest for the audience.



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What **Format** Works Best?

- We are open to a wide variety of formats. Regardless of format, **get creative about engaging the audience** before, during and after your presentation.
- **Solo Presentation:** Please note that solo speaking is reserved for speakers who can truly captivate a room for 40+ minutes.
- **Fireside Chat:** This is a popular option, but is most effective with high profile speakers.
- **Panel:** This is our most popular format, as it allows for many voices to be heard on a subject. That said, it is again critical that there be a variety of opinion, debate, and background.
- **Discover Talks:** These are 7-12 minute solo talks, perfect for sharing a case study, research findings or that concise gem of wisdom you've been polishing.
- Be sure to save time for **questions!** We advise allotting the last 10 minutes of your session for audience Q&A.



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

- Advertising Week does not have a single “theme.” Instead, we aim to have a mix of both **timely** and **evergreen** content. All ideas are welcome!
- A number of topics will be given extra attention due to attendee feedback and the current industry needs. These topics are meant to guide but not restrict. They include (and are not limited to):

- **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 the Content Review Board in an effort to offer thoughtfully curated thought leadership and learning tracks to attendees throughout the week.



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Programming Guidelines: **What Makes for a Stellar Session?**

- **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!
- **Audio & Visual Tools:** We encourage you to take advantage of the projection screens to show videos, interactive demonstrations and more to leave a lasting impression.
- Remember, sessions are **streamed**, so your audience goes beyond the theatre!



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Process, Deadlines, & Contact

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**

Submission Deadlines:

- March 23, 2019: **#AWAPAC 2019** Deadline
- May 23, 2019: **#AWNNewYork 2019** Deadline
- July 1st 2019: **#AWAFRICA 2019** Deadline
- October 18, 2019: **#AWLatAm 2020** Deadline
- November 8, 2019: **#AWEurope 2020** Deadline
- January 17, 2020: **#AWAsia 2020** Deadline

Still have questions? Contact:

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