

Monday, September 25th

Time	Agency	Event	Event Venue	Event Link
10:00AM	DDB North America	Know Their Intention, Get Their Attention: Video Advertising in the Age of Assistance Wendy Clark, President, DDB North America (@wnd)	PlayStation Theater	http://newyork.advertisingweek.com/calendar/-google-seminar-2017-09-25-1015
10:25AM	Tribal Worldwide New York	Creative Shorts Seminar Steffany Carey, GCD at Tribal Worldwide New York (@Baneiac)	4A's Centennial Stage @ BB King	http://newyork.advertisingweek.com/calendar/-creative-shorts-2017-09-25-1025
11:15AM	Hearts & Science	Video: Connecting People, Reshaping Marketing Scott Hagedorn, CEO, Hearts & Science (@shaggyx)	PlayStation Theater	http://newyork.advertisingweek.com/calendar/-facebook-seminar-2017-09-25-1115
12:30PM	TBWA\Chiat\Day Los Angeles	MMA SM2 Innovation Summit John Deschner, Chief Information Officer, TBWA\Chiat\Day Los Angeles (@jdeschner)	775 Washington Street	http://www.mmaglobal.com/sm22017/agenda
4:30PM	The Integer Group	Second Self: How E-me Is Influencing Preference Craig Elston, EVP & Global Head of Insight & Strategy, The Integer Group (@craigelson)	Target Media Network Stage @ PlayStation Theater	http://newyork.advertisingweek.com/calendar/-integer-seminar-2017-09-25-1630#G3eUB0fexYtUXEpY.99
4:30PM	Omnicom	Fast Company Founders Tiffany R. Warren, Senior VP, Chief Diversity Officer, Omnicom (@diverstar)	Bing Stage	http://newyork.advertisingweek.com/calendar/-fast-company-founders-leadership-seminar-2017-09-25-1630

Tuesday, September 26th

Time	Agency	Event	Event Venue	Event Link
9:15AM	DDB North America/ BBDO New York	Town Hall Series: Creativity + Collaboration: New Ways of Working In a Mobile World Ari Weiss, CCO of DDB North America and Tara Deveaux, CMO, BBDO New York (@ari_weiss)	Princeton Club	http://newyork.advertisingweek.com/calendar/-town-hall-series-2017-09-26-915
10:45AM	Omnicom Public Relations Group	New York Women in Communications Presents: Charting Your Course at Any Stage Karen van Bergen, CEO, Omnicom Public Relations Group (@KarenvanBergen)	NewGen Stage @ Lucille's	http://newyork.advertisingweek.com/calendar/-wici-newgen-workshop-2017-09-26-1045#HQ467VGtlp5ePwxJ.99
11:15AM	Goodby, Silverstein & Partners	CEO Connectors Jeff Goodby, Co-Chairman and Partner, Goodby Silverstein & Partners (@JeffBadby)	PlayStation East	https://newyork.advertisingweek.com/calendar/-att-ceo-connectors-2017-09-26-1115
1:00PM	The Integer Group/ Omnicom	Healthcare Marketing Summit Ben Kennedy, VP, Market Development and Digital Ventures, The Integer Group (@IntegerGroup) Michelle Markus, WorldWide Enterprise Lead, Omnicom (@Omnicom)	Thomson Reuters	http://newyork.advertisingweek.com/calendar/-healthcare-marketing-summit-2017-09-26-1300
1:30PM	Energy BBDO	Forging a Bond with Hispanic Shoppers in a Challenging Political Environment Ludwig Ortiz, SVP, Group Strategy Director, Energy BBDO (@energybbdo)	Nasdaq MarketSite	http://newyork.advertisingweek.com/calendar/-retail-innovation-energy-bbdo-2017-09-26-1330
2:00PM	OMD USA	Panel: Reorganizing for an AI-Driven Future Douglas Rozen, Chief Digital & Innovation Officer, OMD (@DougRozen)	Princeton Club	https://www.mediapost.com/advertisingweek/agenda/
4:30PM	DDB New York	Meet the CEO: The FT's Leadership Roundtable Chris Brown, President, DDB New York (@Brownchrisd)	4A's Centennial Stage @ B.B. King	http://newyork.advertisingweek.com/calendar/-meet-the-ceo-2017-09-26-1630#9XVBICK6bFiJTUY.99
4:30PM	TBWA\Chiat\Day Los Angeles	A Case for Bravery: Brands Taking a Stand Sarah Rabia, Global Director of Cultural Strategy, TBWA\Chiat\Day Los Angeles (@plannernoprefix)	Bing Stage	http://newyork.advertisingweek.com/calendar/-brand-bravery-seminar-2017-09-26-1630



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5:15PM	Omnicom/ DDB New York	2016 GLADD Amplified: LGBT Voices in Advertising Tiffany R. Warren, Senior VP, Chief Diversity Officer, Omnicom (@diverstar) Hannah Fishman, Executive Creative Director, DDB New York (moderator) (@DDBNEWYORK)	4A's Centennial Stage @ B.B. King	http://newyork.advertisingweek.com/calendar/-glaad-seminar-2017-09-26-1715

Wednesday, September 27th

Time	Agency	Event	Event Venue	Event Link
9:00AM	DDB New York	OMMA Panel: The Learning Machines Alexander Rea, Creative Technology Officer of DDB New York (@AlexanderRea)	Princeton Club	https://www.mediapost.com/advertisingweek/agenda/
10:30AM	Omnicom Health Group	4A's: Talent & The Culture of Accountability Edward Frankel, SVP Director of Talent Acquisition, Omnicom Health Group (@EdwardFrankel)	4A's Centennial Stage @ B.B. King	http://newyork.advertisingweek.com/calendar/-integer-seminar-2017-09-25-1630#G3eUB0fexYtUXEpY.99
12:15PM	DDB Worldwide	Red, White and...Blue? Keith Reinhard, Chairman Emeritus, DDB Worldwide (@kreatividad)	PlayStation East	http://newyork.advertisingweek.com/calendar/-brand-america-2017-09-27-1215
3:45PM	PHD New York	Marketing after the Singularity: What AI Will Mean for Brands Avin Narasimhan, Head of Communications Planning, PHD NY (@avin_narasimhan)	4A's Centennial Stage @ B.B. King	http://newyork.advertisingweek.com/calendar/-mumbrella-seminar-2017-09-27-1545#T0QFkzPUQITxDq4c.99
4:15PM	Goodby, Silverstein & Partners	Fast Company Founders Jeff Goodby, Co-Chairman and Partner, Goodby Silverstein & Partners (@JeffBadby)	Playstation East	https://newyork.advertisingweek.com/calendar/-fast-co-founders-seminar-2017-09-27-1615
4:30PM	Ketchum	Are Brands and Agencies Really the New Movie Studios? Marcus Peterzell, Partner, Entertainment, Ketchum (@MarcusPeterzell)	The Liberty Theater	http://newyork.advertisingweek.com/calendar/-ketchum-media-entertainment-seminar-2017-09-27-1630

Thursday, September 28th

Time	Agency	Event	Event Venue	Event Link
10:30AM	TBWA\Chiat\ Day LA	Agencies, Clients, and the Need for Trust John Deschner, Chief Innovation Officer, Managing Director, TBWA\Chiat\Day LA (@JDeschner)	4A's Centennial Stage @ B.B. King	https://newyork.advertisingweek.com/calendar/-4-as-seminar-2017-09-28-1030
11:00AM	Goodby, Silverstein & Partners	Not Your Token: Hiring Differently to Achieve Real Diversity of Thought Jeff Goodby, Co-Chairman and Partner, Goodby Silverstein & Partners (@JeffBadby)	Metropolitan West	http://www.oneclub.org/one-id/haatbp/
4:15PM	The Integer Group	Modern World Multiverse: The Physical & Digital Convergence Patrick Sullivan, Vice President, Creative The Integer Group (@IntegerGroup)	Shutterstock Stage @ Liberty	http://newyork.advertisingweek.com/calendar/-experience-economy-seminar-2017-09-28-1615#cDFCOXA1M8eBbJxF99
5:00PM	Omnicom	Creativity in Color Christena J. Pyle, Director, Diversity & Inclusion, Omnicom (@cjpyle)	Metropolitan West	http://www.oneclub.org/one-id/haatbp/
5:15PM	Ketchum	Days of Future Past: How Can Today's Brands Stay Abreast of the Ever-Changing Music Landscape? Marcus Peterzell, EVP, Entertainment, Ketchum (@MarcusPeterzell) Tommy Ringhofer, VP/Group Manager, Head of Ketchum Sounds, Ketchum (@KetchumPR)	Shutterstock Stage @ Liberty	http://newyork.advertisingweek.com/calendar/-ketchum-seminar-09-28-2017-1715#wRp206rZoeWFrSlu.99

