

OmnicomGroup | CES 2020

Las Vegas, January 6-10

*OMNICOM-HOSTED SUITES:

1/6-1/8

OPMG SUITE: WELCOME TO LAS VEGAS

Venue: Aria Sky Suites at CES C-Space

1/6-1/9

HEARTS & SCIENCE SUITE

Venue: The Bellagio (suite number TBA)

MONDAY, JANUARY 6TH

3:00pm-3:45pm

THE HIDDEN DIVERSITY DIVIDEND

Antonio Lucio, Chief Marketing Officer, Facebook

Venue: Aria, Level 3, Ironwood Ballroom

8:30pm

DAIMLER KEYNOTE ADDRESS

Ola Källenius, Chairman of the Board of Management of Daimler AG, Head of Mercedes-Benz

Venue: Park Theater at Park MGM Hotel

TUESDAY, JANUARY 7TH

9:00am-10:00am

CHIEF PRIVACY OFFICER ROUNDTABLE: WHAT DO CONSUMERS WANT?

Jane Horvath, Senior Director, Global Privacy, Apple

Erin Egan, Public Policy and Chief Privacy Officer for Policy, Facebook

Susan Shook, Global Privacy Officer, P&G

Venue: LVCC, North Hall, N257

9:15am-9:55am

SCALING SUCCESS IN CONNECTED TV

Kate Brady, Head of Media Innovation & Partnership Development, PepsiCo

Venue: Aria, Level 3, Juniper 1

1:00pm-2:00pm

GETTING TO AND MONETIZING 5G

Mo Katibeh, EVP, Chief Marketing Officer, AT&T

Venue: LVCC, North Hall, N262

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1:25pm-1:50pm

WE'VE DIGITALLY TRANSFORMED...NOW WHAT?

Melinda Richter, Global Head of JLABS, Johnson & Johnson

Venue: Venetian, Level 4, Lando 4305

2:15pm-3:15pm

PEOPLE, DATA AND TECHNOLOGY: NEW MARKETING INNOVATIONS

Sarita Rao, SVP, Business Marketing, Analytics and Alliances, AT&T

Venue: Aria, Level 3, Juniper 1

3:00pm-3:45pm

THE NEXT GENERATION OLYMPICS

Chris Curtin, Chief Brand & Innovation Marketing Officer, Visa

Venue: Aria, Level 3, Ironwood Ballroom

4:00pm

HOW COMPANIES DRIVE POSITIVE IMPACT

Michael Kassan, Chairman and CEO, MediaLink

Alan Jope, CEO, Unilever

Venue: Park MGM, Level 1, Park Theater

6:00pm-8:00pm

OMG's CES COCKTAIL PARTY

Venue: The Heart of Omnia at Caesar's Palace

Invitation-only

7:00pm

SPOTIFY SUPPER

Venue: Hakkasan at MGM Grand

Invitation-only

9:30pm

CNET: LIVE AT CES

Venue: Drai's Beachclub & Nightclub @ The Cromwell

Invitation-only

WEDNESDAY, JANUARY 8TH

8:00am –11:00am

MORNING OF INNOVATION HOSTED BY OMNICOM MEDIA GROUP

Breakfast by Viacom

Best of CES presentation

Panel Discussion

Venue: Raphael Rooms at the Bellagio

Invitation-only

Continues on next page

9:00am-10:00am

NEW INNOVATION AND TALENT PIPELINE DEVELOPMENT

Cheryl Carrier, Executive Director, Ford Next Generation Learning, Ford Motor Company
Venue: LVCC, North Hall, N256

10:30am-11:00am

C SPACE STORYTELLER: P&G

Marc Pritchard, Chief Brand Officer, P&G
Venue: Aria, Level 2, Mariposa Stage

11:15am-11:45am

C SPACE STORYTELLER: PINTEREST AND HP

Vikrant Batra, Chief Marketing Officer, HP
Andrea Mallard, Chief Marketing Officer, Pinterest
Venue: Aria, Level 2, Mariposa Stage

11:30am-12:30pm

HEARTS & SCIENCE ROUNDTABLE FEATURING CNET

Sharon Profis, Executive Editor and Senior Director of Content, CNET
Venue: Hearts & Science Suite, The Bellagio

1:00pm-1:45pm

REDDIT'S JEN WONG @ HEARTS & SCIENCE SUITE

Jen Wong, COO, Reddit
Venue: Hearts & Science Suite, The Bellagio

2:15pm-3:15pm

HEALTH CONSUMER 2040: WORLDS APART FROM TODAY

Eric Tarnowski, VP, Business Technology, Consumer Health, Johnson & Johnson
Venue: LVCC, North Hall N262

2:30pm-3:15pm

C SPACE STORYTELLER: TECHNOLOGY DRIVING AGENCY EVOLUTION

Florian Adamski, CEO, OMD Worldwide
Venue: ARIA, Mariposa Ballroom, C Space Storytellers Stage

4:00pm-7:30pm

ADVANCING DIVERSITY HALL OF HONORS INDUCTION CEREMONY

Honoree: Tiffany R. Warren, SVP & Chief Diversity Officer, Omnicom
Venue: Park MGM Conference Center

Invitation-only. Please contact Katie Beaulé (katie.beaule@omnicomgroup.com) for more info.

6:00pm-8:00pm

NBCUNIVERSAL COCKTAILS

Venue: The Nomad Bar at the Park MGM
Invitation-only

Continues on next page

6:00pm-9:00pm

FACEBOOK COCKTAIL PARTY

Venue: Intrigue at Wynn Las Vegas

RSVP [here](#) using password FB@CES2020

7:00pm-9:00pm

OMD & iHEART COCKTAIL RECEPTION

Venue: Lily Bar & Lounge, Bellagio Hotel

Invitation-only

7:00pm

PANDORA PARTY

Venue: Brooklyn Bowl Las Vegas

Invitation-only

9:00pm-3:00am

iHEARTRADIO LIVE @ CES

Venue: Drai's Beachclub & Nightclub @ The Cromwell

Invitation-only

9:30pm-2:00am

#CESAFTERDARK TWITTER PARTY

Venue: Marquee at the Cosmopolitan

Invitation-only

THURSDAY, JANUARY 9TH

9:00am-10:00am

TRANSFORMING THE ENTERPRISE IN 2020 AND BEYOND

Lourdes Charles, AVP, Product Marketing Management, AT&T

Venue: LVCC, North Hall N262

10:00am-11:00am

HEARTS & SCIENCE: AN INSIDE LOOK AT HOW EXPERTS FIGHT HACKERS

Tamer Hassan, Co-founder and CEO, White Ops

Venue: Hearts & Science Suite, The Bellagio

Please note: CES badges are required to access show floor stages and free conference tracks. Questions? Contact Katie Beale at katie.beale@omnicomgroup.com