

# 2021 Advertising Week NEW YORK EVENTS

## Monday, October 18

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
10:00am	OMD	<b>Inclusive Marketing: Moving from Talk to Action</b> <ul style="list-style-type: none"> <li>Bary Wade, Managing Director Cultural Partnerships &amp; Identity, OMD</li> </ul>	The Marketplace Stage, presented by Walmart Connect	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-245-2021-10-18-1000-inclusive-marketing-moving-from-talk-to-action">https://newyork.advertisingweek.com/aw/schedule/session/-245-2021-10-18-1000-inclusive-marketing-moving-from-talk-to-action</a>
3:00pm	DDB	<b>The World is Ending and It's Never Been a Better Time to be in Advertising</b> <ul style="list-style-type: none"> <li>Ari Weiss, Global Chief Creative Officer, DDB</li> </ul>	Great Minds Stage, presented by Roundel	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-618-2021-10-18-1500-ddb">https://newyork.advertisingweek.com/aw/schedule/session/-618-2021-10-18-1500-ddb</a>

## Tuesday, October 19

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
12:30pm	OMD	<b>Consumer Attention: A Sacred Commodity</b> <ul style="list-style-type: none"> <li>Christina Hanson, Chief Strategy Officer, OMD WW</li> </ul>	AW Studios, presented by Amazon Ads	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-594-2021-10-19-1245-omd">https://newyork.advertisingweek.com/aw/schedule/session/-594-2021-10-19-1245-omd</a>
4:30pm	DDB Germany	<b>Fighting Censorship Through Minecraft: The Story Behind Uncensored Library</b> <ul style="list-style-type: none"> <li>Tobias Natterer, Senior Copywriter, DDB Germany</li> </ul>	The Creative Showcase Stage	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-735-2021-10-19-1630-ddb">https://newyork.advertisingweek.com/aw/schedule/session/-735-2021-10-19-1630-ddb</a>

## Wednesday, October 20

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
12:00pm	TBWA\Chiat\Day New York	<b>Hey, We Could All Use A Laugh</b> <ul style="list-style-type: none"> <li>Chris Beresford-Hill, CCO, TBWA\Chiat\Day New York</li> </ul>	Great Minds Stage, presented by Roundel	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-543-2021-10-18-1530-session">https://newyork.advertisingweek.com/aw/schedule/session/-543-2021-10-18-1530-session</a>
3:30pm	alma DDB	<b>Better Together: The New Client-Agency Partnership</b> <ul style="list-style-type: none"> <li>Luis Miguel Messianu, Creative Chairman-CEO, alma</li> </ul>	Great Minds Stage, presented by Roundel	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-814-2021-10-20-1530-session">https://newyork.advertisingweek.com/aw/schedule/session/-814-2021-10-20-1530-session</a>

## Thursday, October 21

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
10:20am	Omnicom Group	<b>The Queer Dollar</b> <ul style="list-style-type: none"> <li>Ro Kalonaros, Director Global Content &amp; Culture, Omnicom Group</li> </ul>	The Innovation Factory Stage, presented by Audacy	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-628-2021-10-21-1030-the-queer-dollar">https://newyork.advertisingweek.com/aw/schedule/session/-628-2021-10-21-1030-the-queer-dollar</a>
11:00am	OMD USA	<b>Winning the Sale: How Brands Are Navigating New Consumer &amp; Media Realities</b> <ul style="list-style-type: none"> <li>Jason Colon, Head of Acquisition &amp; Growth Marketing, OMD USA</li> </ul>	The Marketplace Stage, presented by Walmart Connect	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-709-2021-10-21-1100-omd">https://newyork.advertisingweek.com/aw/schedule/session/-709-2021-10-21-1100-omd</a>
1:00pm	OMD USA	<b>Evolving Monetization for the Future of Streaming</b> <ul style="list-style-type: none"> <li>Georgina Thompson, Senior Director, Advanced Video Lead, USA, OMD</li> </ul>	The Screening Room Stage	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-153-2021-10-21-1300-evolving-monetization-for-the-future-of-streaming">https://newyork.advertisingweek.com/aw/schedule/session/-153-2021-10-21-1300-evolving-monetization-for-the-future-of-streaming</a>
2:00pm	OMG, Content Collective	<b>Brand On-Demand: Reimagining Collaborative Content</b> <ul style="list-style-type: none"> <li>Treva Thimm, Managing Director, Head of Content, Omnicom Media Group, Content Collective</li> </ul>	The Screening Room Stage	<a href="https://newyork.advertisingweek.com/aw/schedule/session/-776-2021-10-21-1400-session">https://newyork.advertisingweek.com/aw/schedule/session/-776-2021-10-21-1400-session</a>