

OmnicomGroup | SXSW 2022

Austin, TX, March 11-20, Time Zone: CT

FRIDAY, MARCH 11TH

2:30pm-3:30pm

5 Ways You're Killing Your Creative Potential

Agency Speaker: Brent Anderson, Global Chief Creative Officer, TBWAMedia Arts Lab
Venue: JW Marriott Salon D

SATURDAY, MARCH 12TH

2:00pm-10:00pm

Cheetos Hands-Free House, Client Activation

Client: Amazon/Amazon Alexa Agency: OMD
Address: 1209 E 6th St, Austin, TX

SUNDAY, MARCH 13TH

2:00pm-10:00pm

Cheetos Hands-Free House, Client Activation

Client: Amazon/Amazon Alexa Agency: OMD
Address: 1209 E 6th St, Austin, TX

2:30pm-3:45pm

Mentor Session: Bonnie Wan, GS&P

Agency Speaker: Bonnie Wan, partner and head of brand strategy, GS&P
Venue: JW Marriot Brazos Room

4:00pm-6:00pm

Client and Partners Happy Hour with Porter Novelli

Omnicom attendees welcome
Invitation-only

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MONDAY, MARCH 14TH

10:00am-11:00am

Music as a Tool for Healing

Client: Musicares/The Recording Academy

Agency: Porter Novelli

Venue: Austin Convention Center, Room 18AB

2:00pm-10:00pm

Cheetos Hands-Free House, Client Activation

Client: Amazon/Amazon Alexa Agency: OMD

Address: 1209 E 6th St, Austin, TX

2:30pm-3:30pm

Welcome to the Underground Social Media Utopia

Agency Speaker: Skyler Hubler, Senior Cultural Strategist, TBWA\Worldwide, Backslash

Venue: JW Marriott Salon 5

4:00pm-5:00pm

Comics as Medicine: How Art and Design Can Heal

Agency Speaker: Teresa Wong, Copy Lead, Critical Mass

Venue: Austin Marriott Downtown Waller Ballroom DEF

6:00pm-11:00pm

10TH ANNUAL GSD&M PARTY AT SXSW

Invitation-only

TUESDAY, MARCH 15TH

11:30am-12:30pm

Optimized Romance: Is Tech Killing the Mood?

Agency Speaker: Cecelia Girr, Dir of Cultural Strategy, TBWA Worldwide

Venue: Austin Marriott Downtown Waller Ballroom DEF

2:00pm-10:00pm

Cheetos Hands-Free House, Client Activation

Client: Amazon/Amazon Alexa

Agency: OMD

Address: 1209 E 6th St, Austin, TX

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WEDNESDAY, MARCH 16TH

11:30am-12:45pm

Mentor Session: Daniel Kuypers, Energy BBDO

Agency Speaker: Daniel Kuypers, VP Director of Music, Energy BBDO

Venue: Hilton Austin Downtown Room 412

THURSDAY, MARCH 17TH

2:30pm-3:30pm

Big, Bold, Brave Ideas for a More Inclusive World

Agency Speaker: Storm Smith, Producer And Diversity Inclusion Accessibility Lead, BBDO LA

Venue: Austin Marriott Downtown Waller Ballroom DEF

FRIDAY, MARCH 18TH

10:00am-11:00am

Artist Collabs: Putting an End to Exploitation

Agency Speaker: Val Carlson, Chief Creative Officer, Critical Mass

Venue: Hilton Austin Marriott Downtown Waller Ballroom ABC