

at SXSW 2023

FRIDAY, MARCH 10TH

12:00pm-12:30pm

Brand Innovators Marketing Leadership Summit

Agency Speaker: Andrew Teagle, Chief Strategist, GSD&M

Venue: Lamberts, 401 W 2nd St.

4:00pm-5:00pm

Featured Session: Aliah Berman and Tarana Burke

Agency Speaker: Aliah Berman, Chief Diversity Officer, TBWA\Worldwide

Venue: Austin Convention Center, Ballroom EF

SATURDAY, MARCH 11TH

2:30pm-3:30pm

They're Skipping Your Life's Work in 6 Seconds

Agency Speaker: Brent Anderson, Global Chief Creative Officer, TBWA\Media Arts Lab

Venue: JW Marriott, Salon E

SUNDAY, MARCH 12TH

1:00pm-1:30pm

Startup to Scale Up: Why Brand Building Matters

Agency Speaker: Les Binet, Group Head of Effectiveness, adam&eveDDB

Partner: UKAEG

Venue: UK House, 208 W 4th St, Suite C

Continues on to next page

OmnicomGroup at SXSW 2023

Austin, TX, March 10-19
Time Zone: CT

MONDAY, MARCH 13TH

6:00pm

11th Annual GSD&M Party at SXSW

Invitation-only

5:00pm-6:00pm

Bloody Mary Misogyny

Presented by GDS&M and Omniwomen Austin

RSVP [Here](#)

TUESDAY, MARCH 14TH

10:00am-11:00am

Write a Brief: Create the Life You Want

Agency Speaker: Bonnie Wan, Author & Partner, Head of Brand Strategy, GS&P

Venue: Austin Convention Center, Room 9C

2:30pm-3:30pm

Affirming Trans Rights: Actions for Business Leaders

Agency Speaker: Terry Young, Founder and CEO, sparks & honey

Venue: JW Marriott, Salon 5

WEDNESDAY, MARCH 15TH

2:30pm-3:30pm

How Values-Based Marketing Fuels Travel

Agency Speakers: Jason Rosario, Chief Diversity, Equity & Inclusion Officer, BBDO;

Bettina Geribaldi, SVP, Travel, Hospitality & Leisure, Ketchum

Venue: Austin Convention Center, Room 8ABC