

» Click on the panels to learn more

## Monday, October 16



11:20am - 11:50am ET at The Marketplace

**Building Trust and Relevance with Conscientious Consumers**

Speaker: Chrissie Hanson, CEO, OMD USA



3:35pm - 4:05pm at The Screening Room

**The Next Frontier of Connected TV is Outside the Living Room**

Speaker: Greg Morrison, SVP, Client Service Director, Energy BBDO



4:50pm - 5:20pm at The Creative Showcase

**Redefining Bravery**

Speaker: Ali Rez, Chief Creative Officer, Impact BBDO



4:50pm - 5:20pm ET at The Tech Lab

**Why Advertising Must Save TV**

Speaker: Kelly Metz, Managing Director, Advanced TV Activation, OMG

## Tuesday, October 17



10:50am - 11:20am ET at The Tech Lab

**Building a Transparent Advertising Infrastructure with Snowflake**

Speaker: Kelly Metz, Managing Director, Advanced TV Activation, OMG



2:50pm - 3:20pm at The Tech Lab

**Audience Solutions in an ID-Less World**

Speaker: Sébastien Hernoux, Chief Data & Technology Officer, OMD



3:20pm - 3:50pm ET at The Innovation Factory

**Generative AI and the Changing Advertising Landscape**

Speaker: Vincent Yates, Chief Data Scientist, Credera



4:30pm ET at The Equality Lounge, hosted by The Female Quotient

**The Body Clock & The Media: From Menstruation to Menopause and Everything in Between**

Speaker: Kathleen Saxton, Chief Marketing Officer, Omnicom

» Click on the panels to learn more

## Wednesday, October 18

- » 8:00am - 10:00am ET at Penn 1 Social Stair  
**Streaming Audiences Transformed on the Smart TV Home Screen**  
Speaker: Brandon Helrich, Group Director, Content Collective, OMG
- » 10:40am - 11:10am ET at The Innovation Factory  
**The Power of Media to Transform Culture: Gun Violence in America**  
Speaker: David Lubars, Chief Creative Officer, BBDO Worldwide
- » 11:20am - 11:50am ET at The Marketplace  
**Changemakers Conversation: GEN Z and their CMO parents**  
Speaker: Margaret Molloy, Global Chief Marketing Officer, Siegel+Gale

## Thursday, October 19

- » 10:00am - 10:30am ET at The Screening Room  
**What Does Popularity Mean in a Nicheified World?**  
Speaker: Chrissie Hanson, CEO, OMD USA
- » 10:40am - 11:10am ET at The Screening Room  
**CTV: Rise of the Performance Storyteller**  
Speaker: Georgina Thomson, Head of Investment, Beauty Co Lab, Omnicom
- » 2:40pm - 3:10pm ET at The Marketplace  
**The Power of Human Connection**  
Speaker: Angela Kosniewski, Managing Director, 180 NY
- » 4:10pm - 4:40pm ET at The Creative Showcase  
**Remember the Humane: Defining Community and Online Spaces in the AI Revolution**  
Speaker: Alex Hesz, Chief Strategy Officer, Omnicom

To view the full schedule, visit: <https://newyork.advertisingweek.com/aw/schedule/>