

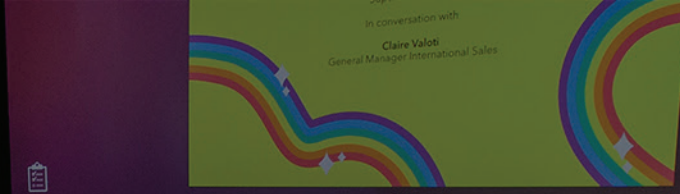


# ADVERTISINGWEEKEUROPE

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19-22 MARCH 2018

**#AWEUROPE**



Live Q&A and Polls  
In the AWE app, choose the Slide icon.  
Or on Slide.com, enter code #AWEurope.

**AW  
EUROPE**









# 2018 ATTENDANCE —

# DELEGATE PROFILE —

4 DAYS

235 EVENTS

35,206 ATTENDEES

743 SPEAKERS

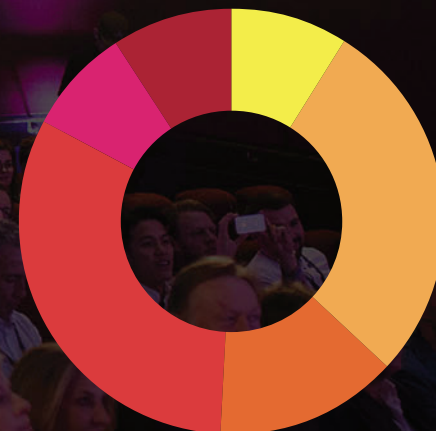
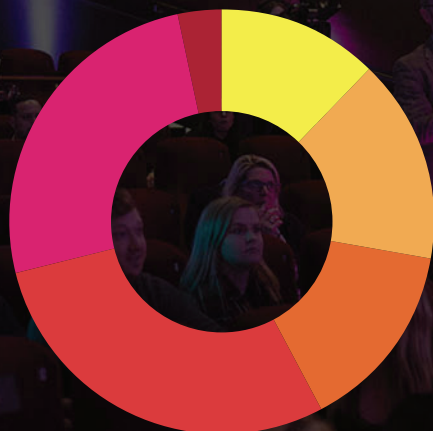
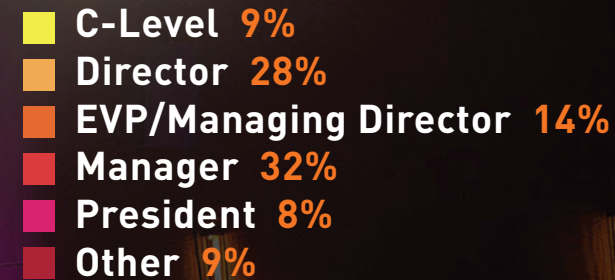
203 SEMINARS & WORKSHOPS

285 REGISTERED PRESS

## COMPANY TYPE



## JOB ROLE









#AWEUROPE

# MOST BUZZED ABOUT

171,093,010

#AWEurope Twitter  
Impressions

13,314

Tweets containing the  
#AWEurope hashtag

## Top Buzzwords

Trust  
Future  
Inspiration  
Creativity  
Talent

6,796,333

#AWEurope Instagram  
Impressions

## Social Media Takeaways

**Trust** dominated the  
#AWEurope social  
conversation

**Talent** and **Creativity**  
accounted for **23%** of top  
social discussions

**1 in 22** tweets from the  
Week focused on issues  
of **Diversity** and **Equality**



