



# ADVERTISINGWEEK



**AW EUROPE**   **AW ASIA**   **AW NEW YORK**   **AW LATAM**   **AW APAC**  
BRING YOUR IDEAS TO THE ADVERTISING WEEK STAGE



# ADVERTISING WEEK

## GLOBAL THOUGHT LEADERS





## Thought Leadership Seminar Content

Advertising Week is globally built on a foundation of inspiring and forward thinking thought leadership. It is on the AW Stages that agendas are set for the following year, competitors come together for debate and discussion, and cultural icons re-inspire the industry.

The content on the AW Stages goes deep into topics, trends and of-the-moment issues that are critical to our audience.

## How Do You Want to Position Your **Brand**?

- Think about where your **expertise** lie. What unique **insights** do you have to offer?

## Who Should You Bring On Stage?

- **Number of Speakers:** We recommend no more than a moderator + 4 speakers. This ensures all speakers have ample time to share their insights.
- **Celebrity Speakers:** While celebrity speakers help the draw power of a session, it is crucial that they also be relevant.
- **Diversity:** Please be mindful that the more diverse your speakers are — in career background, seniority, gender, and point of view — the more lively and informed the conversation will be. Sparking thoughtful debate is key.
- **Moderator Selection:** Moderators should be well versed in the subject and able to effectively move the conversation along, asking tough questions and focusing on points of high interest for the audience.





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## What **Format** Is Best Suited?

- We are open to a wide array of formats. Regardless of format selection, **get creative in ways to engage with the audience** — before, during and after your presentation. Solo Presentation: Note that this format is reserved for speakers who can truly captivate the room for 40+ minutes.
- **Fireside Chat**: This is a popular option, but is most effective with high profile speakers.
- **Panel**: This is our most popular format, as it allows for many voices to be heard on a subject. That said, it is again critical that there be a variety of opinion and debate.
- Be sure to save time for **questions!**



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## Where Does Your **Content Fit** In The Overall Agenda?

- Consistent with past practice, Advertising Week does not have a “theme.” Instead, we aim to have a mix of both **timely** and **evergreen** content. All ideas are welcome!
- A number of topics will be given extra attention in 2017-18 due to attendee feedback and industry needs. These topics are meant to guide but not restrict. They will include, but are not limited to:

- **Artificial Intelligence**
- **Creativity & Design**
- **Data & Analytics**
- **Impact**
- **Leadership**
- **Marketer’s Innovation**
- **MarTech**
- **Mobile Messaging & Bots**
- **Sports & Entertainment**
- **Storytelling**
- **Video & Cross Screen**
- **Virtual Reality**

The placement of all seminars and speakers is determined by the Content Review Board.



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## Programming Guidelines

- **Controversy and Newsworthy Moments:** Look toward the future, break the mold.
  - AW is a great place to **launch a campaign, share research findings, and introduce leadership.** The audience is there to learn and be inspired.
- **Macro Trends or Perspectives:** Don't be afraid to look beyond the industry.
- **Avoid the Sales Pitch under all circumstances.**
- **Engage the Audience:** Get creative!
- **Audio & Visual Tools:** We encourage you to take advantage of the projection screens to show videos, interactive demonstrations and more, to leave a lasting impression.
  - Remember, all sessions are **live streamed**, so your audience goes beyond the theatre.



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### Process, Deadlines, & Contact

Please include the following for all speaker & seminar submissions:

- A **thoughtful and relevant** title
- A **brief** description of the content (max. 100 words)
- A list of prospective **speakers**

2018 Submission Deadlines:

- **AWLATAM** – October 26, 2017
- **AWEurope** – November 17, 2017
- **AWAsia** – February 16, 2018
- **AWAPAC** – April 13, 2018
- **AWNewYork** – May 25, 2018

Still have questions? Contact:

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