



ADVERTISING WEEK EUROPE

LONDON 2019

MARCH 18 - 21 • #AWEUROPE



AWEUROPE 2019 EVENT SNAPSHOT



4

Days

218

Events

332

Registered
Press

650

Speakers

184

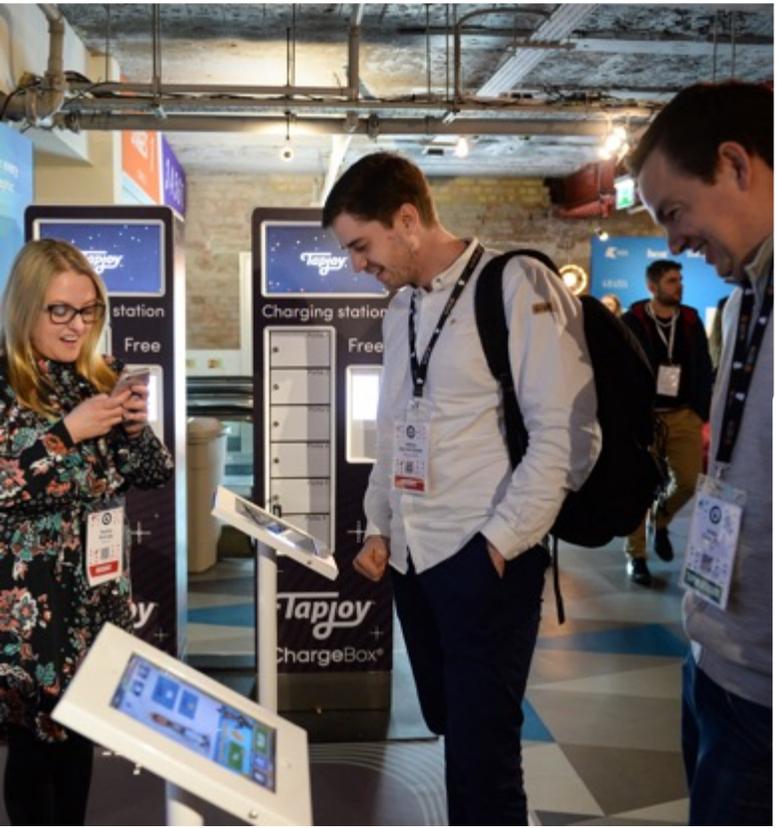
Seminars &
Workshops

30,000+

Overall
Attendees



#AWEUROPE AUDIENCE PROFILE



ATTENDANCE PROFILE

BY JOB TITLE

6% Pres./CEO/Founder

11% C-Level

19% VP/EVP/SVP (Included "Heads of")

27% Director

31% Manager

6% Coordinator

BY COMPANY TYPE

13% Agency / Creative

17% Agency / Media

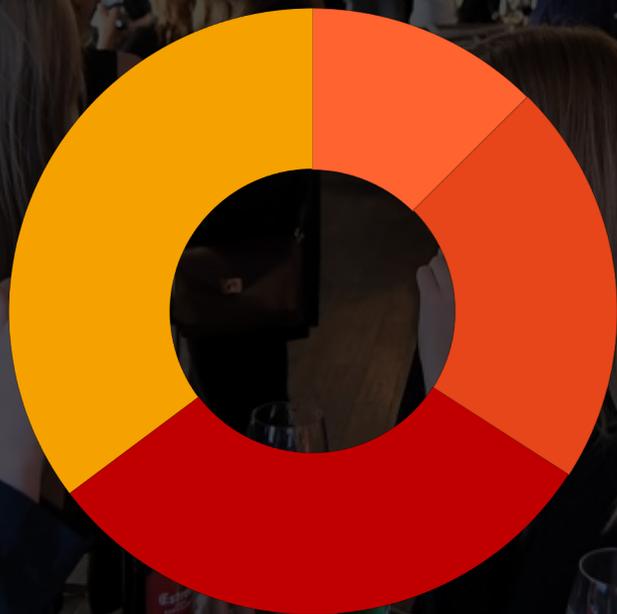
19% Technology

29% Media

17% Brand

5% Other

DECISION-MAKER INDEX



- 11% Ultimate Decision-Maker
- 19% Decision-Maker
- 27% Decision-Maker for Specific Department
- 31% Direct Report of Decision-Maker

DIGITAL IMPACT

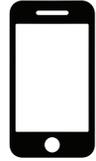


#AWEUROPE TOTAL IMPRESSIONS: 86,815,982



86,076,020

#AWEUROPE
Twitter
Impressions



54,540

#AWEUROPE
Official App
Opens



739,962

#AWEUROPE
Instagram
Impressions



TOP HASHTAGS

#londonisopen
#adobeaddcloud
#brexit
#ai
#voice



AUDIENCE ENAGEMENT

807 Active Slido Users
1367 Questions Asked
8 Polls Created
108 Votes Per Poll

TOP TWITTER BUZZWORDS

Brexit
Brands
Data
UK
Podcast / Podcasts

TOP INSTAGRAM BUZZWORDS

Media
Brands
Brexit
Amazing
Ideas

DIGITAL & SOCIAL IMPACT



THANK YOU!