

IPG MEDIABRANDS



BERLIN, GERMANY

MAY 16-17, 2023

DAY 1 AGENDA

TUESDAY, MAY 16TH

IMAGINING POSSIBILITIES	9:00 - 9:30AM
EILEEN KIERNAN	
PURPOSE IN OUR PEOPLE	9:30 – 10:00AM
HERMON GHERMAY	
STATE OF BUSINESS 2023+	10:00 – 10:30AM
IAN COURTS	
#WINNINGTOGETHER PRESENTATION	10:30 – 10:45AM
CURRENT CLIENT WINNERS	
BREAK	10:45 – 10:55AM
IPG MEDIABRANDS AROUND THE GLOBE	10:55 – 11:25AM
JIM HYTNER	
TRANSFORMATION: MEDIA PROCESS	11:25 - 11:45AM
JUSTIN WROE	

DAY 1 AGENDA

TUESDAY, MAY 16TH

TRANSFORMATION: INVESTMENT	11:45 – 12:05PM
GUY BEACH	
TRANSFORMATION: MEDIA ACTIVATION	12:05 – 12:25PM
SEAN MUZZY	
TRANSFORMATION IN ACTION	12:25 – 12:40PM
SEAN MUZZY, CHLOE HAWKING, ANN-MARIE DONO	
LUNCH	12:40 – 1:25PM
#WINNINGTOGETHER PRESENTATION	1:25 – 1:35PM
NEW BUSINESS WINNERS	
EMEA UPDATE	1:35 – 2:20PM
RICHARD MORRIS	
AMAZON PERSPECTIVE	2:20 – 2:50PM
SARAH ROBERTSON	

DAY 1 AGENDA

TUESDAY, MAY 16TH

MEDIAHUB UPDATE	2:50 – 3:20PM
SEAN CORCORAN, ROSS JENKINS	

BREAK	3:20 – 3:30PM
-------	---------------

LATAM UPDATE	3:30 – 4:15PM
SERGIO KESSISSIAN	

EVENING ACTIVITIES

MEET IN LOBBY FOR DEPARTURE FOR TOUR	4:30PM
--------------------------------------	--------

RETURN TO HOTEL FROM TOUR	7:00PM
---------------------------	--------

MEET IN LOBBY FOR DEPARTURE FOR DINNER	7:30PM
--	--------

DAY 2 AGENDA

WEDNESDAY, MAY 17TH

OPENING	9:00 - 9:10AM
EILEEN KIERNAN	
UM UPDATE	9:10 – 9:40AM
SASHA SAVIC	
APAC UPDATE	9:40 – 10:40AM
LEIGH TERRY, MELINDA PO	
#WINNINGTOGETHER PRESENTATION	10:40 – 10:50AM
MEDIA FOR GOOD WINNERS	
BREAK	10:50 – 11:00AM
THE FUTURE OF IPG COMMERCE	11:00 – 11:30AM
JERIAD ZOGHBY, GLEN CONYBEARE	
J&J PERSPECTIVE	11:30 – 12:00PM
ANTHONY PLANT	

DAY 2 AGENDA

WEDNESDAY, MAY 17TH

A PULSE ON HEALTH	12:00 - 12:30PM
MELISSA GORDON-RING	
#WINNINGTOGETHER PRESENTATION	12:30 – 12:40PM
INCLUSIVE CULTURE WINNERS	
LUNCH	12:40 – 1:25PM
WINNING TOGETHER WITH ACXIOM	1:25 - 1:55PM
CHAD ENGELGAU	
NORTH AMERICA UPDATE	1:55 – 2:35PM
GRAHAM MOYSEY, JUSTIN WROE	
ENGINE OF EXCELLENCE	2:35 – 3:25PM
JARROD MARTIN, DAN CHAPMAN	
BREAK	3:25 – 3:35PM

DAY 2 AGENDA

WEDNESDAY, MAY 17TH

#WINNINGTOGETHER PRESENTATION	3:35 – 3:45PM
NEW CAPABILITIES WINNERS	
THE FUTURE OF CONTENT	3:45 – 4:15PM
BRENDAN GAUL, ALFONSO MARIAN	
INITIATIVE UPDATE	4:15 – 4:55PM
DIMITRI MAEX	
CLOSING REMARKS	4:55 – 5:00PM
EILEEN KIERNAN	

EVENING ACTIVITIES

MEET IN LOBBY FOR DEPARTURE TO ACTIVITY & DINNER	5:30PM
---	--------