

**IPG MEDIABRANDS**



**#WinningTogether**  
SUMMIT

**BERLIN, GERMANY**

**MAY 16-17, 2023**

# DAY 1 AGENDA

## TUESDAY, MAY 16TH

<b>IMAGINING POSSIBILITIES</b>	<b>9:00 - 9:30AM</b>
<b>EILEEN</b>	
<b>PURPOSE IN OUR PEOPLE</b>	<b>9:30 - 10:00AM</b>
<b>HERMON</b>	
<b>STATE OF BUSINESS 2023+</b>	<b>10:00 - 10:30AM</b>
<b>IAN</b>	
<b>BREAK</b>	<b>10:30 - 10:35AM</b>
<b>#WINNINGTOGETHER PRESENTATION</b>	<b>10:40 - 10:55AM</b>
<b>ROLE OF IPG MEDIABRANDS</b>	<b>10:55 - 11:25AM</b>
<b>JIM</b>	

# DAY 1 AGENDA

## TUESDAY, MAY 16TH

<b>TRANSFORMATION: MEDIA PROCESS</b>	<b>11:25 - 11:45AM</b>
<b>JUSTIN</b>	
<b>TRANSFORMATION: INVESTMENT</b>	<b>11:45 - 12:05PM</b>
<b>GUY</b>	
<b>TRANSFORMATION: MEDIA ACTIVATION</b>	<b>12:05 - 12:35PM</b>
<b>SEAN M</b>	
<b>LUNCH</b>	<b>12:35 - 1:20PM</b>
<b>#WINNINGTOGETHER PRESENTATION</b>	<b>1:20 - 1:30PM</b>
<b>EMEA REGIONAL UPDATE</b>	<b>1:30 - 2:15PM</b>
<b>RICHARD</b>	

# DAY 1 AGENDA

## TUESDAY, MAY 16TH

<b>AMAZON</b>	<b>2:15 - 2:45PM</b>
<b>JUSTIN</b>	
<b>MEDIAHUB</b>	<b>2:45 - 3:15PM</b>
<b>SEAN, ROSS</b>	
<b>BREAK</b>	<b>3:15 - 3:25PM</b>
<b>#WINNING TOGETHER PRESENTATION</b>	<b>3:25 - 3:35PM</b>
<b>J&amp;J</b>	<b>3:35 - 4:00PM</b>
<b>ANT</b>	
<b>OFFSITE ACTIVITY</b>	<b>4:30 - 6:30PM</b>
<b>OFFSITE DINNER</b>	<b>7:30PM</b>

# DAY 2 AGENDA

## WEDNESDAY, MAY 17TH

<b>OPENING</b>	<b>9:00 - 9:15AM</b>
<b>EILEEN</b>	
<b>CONTENT</b>	<b>9:15 - 9:45AM</b>
<b>ALFONSO, BRENDAN</b>	
<b>LATAM</b>	<b>9:45 - 10:30AM</b>
<b>SERGIO</b>	
<b>#WINNINGTOGETHER PRESENTATION</b>	<b>10:30 - 10:40AM</b>
<b>BREAK</b>	<b>10:40 - 10:50AM</b>
<b>UM</b>	<b>10:50 - 11:20AM</b>
<b>SASHA</b>	

# DAY 2 AGENDA

## WEDNESDAY, MAY 17TH

<b>HEALTH</b>	<b>11:20 – 11:50AM</b>
<b>MELISSA</b>	
<b>APAC</b>	<b>11:50 – 12:50PM</b>
<b>LEIGH+</b>	
<b>LUNCH</b>	<b>12:50 – 1:35PM</b>
<b>#WINNINGTOGETHER PRESENTATION</b>	<b>1:35 – 1:45PM</b>
<b>ENGINE OF EXCELLENCE</b>	<b>1:45 – 2:25PM</b>
<b>JARROD, DAN</b>	
<b>INITIATIVE</b>	<b>2:25 – 2:55PM</b>
<b>DIMITRI</b>	

# DAY 2 AGENDA

## WEDNESDAY, MAY 17TH

<b>NORTH AMERICA</b>	<b>2:55 – 3:35PM</b>
<b>GRAHAM, JUSTIN</b>	
<b>BREAK</b>	<b>3:35 – 3:45PM</b>
<b>Q&amp;A WITH ACXIOM</b>	<b>3:45 – 4:15PM</b>
<b>CHAD</b>	
<b>COMMERCE</b>	<b>4:15 – 4:45PM</b>
<b>JERIAD, GLEN</b>	
<b>CLOSING REMARKS</b>	<b>4:45 – 4:50PM</b>
<b>EILEEN</b>	
<b>DEPART FOR OFFSITE DINNER*</b>	<b>7:30PM</b>