

Interview with Douglas E. Rowell, President of Advertising Week LATAM and Global Head of Original Content, Advertising Week

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### **What is Advertising Week?**

Advertising Week is the premier event for marketing, brand, advertising, and technology professionals. It currently takes place in five different major cities across the globe – New York, London, Tokyo, Mexico City and Sydney – each edition of Advertising Week presents endless opportunities to learn, network and liaise with the industry's best.

Since its creation in 2004, Advertising Week has drawn more than 3 million participants from around the world for a week of thought leadership programming and events that seeks to educate, engage, enlighten and entertain. Its global mission is to inspire people to join the craft and experience the regional flair of each of its host cities. Advertising Week's stages have played host to some of the world's best and brightest business leaders as well as tastemakers and celebrities across multiple disciplines, including Arianna Huffington, Will Smith, Richard Branson, Mark Cuban, Katie Couric, Emma Stone, Jon Bon Jovi, Prince Andrew, Stanley Tucci, Al Gore, Gloria Steinem, Jessica Alba, Pharrell Williams, Salma Hayek and C-level executives from the most storied brands, innovative companies, and cutting edge platforms.

There really is nothing like Advertising Week in Latin America to bring together the entire industry and inspire the current and future generation.

### **What are the Dates and Tickets for Advertising Week 2019?**

The second edition of Advertising Week LATAM will take place February 19-2, 2019 at the Papalote Museo del Niño is located in Mexico City Bosques de Chapultepec.

There are several ticket levels to accommodate all types of learning and networking experiences at the event.

The **Platinum Delegate** Pass will help you unlock an all-access experience to Advertising Week with a with VIP treatment, complete with priority entrance at select venues, VIP Lounge access, VIP entry to the opening night gala, and AW Wrap Party.

The **Super Delegate Pass** will help the focused professional get the most out of your week. Attend all daytime sessions, seminars, and workshops and check out the many networking opportunities along with select special evening events.

The **Delegate** Pass is for those professionals who want to learn from the brightest in the industry, have access to all daytime sessions and workshops, network with fellow delegates, and still make it home in time for dinner, the Delegate Pass is for you.

The **NewGen** Pass is for young eligible professionals age 25 and under. It includes all Delegate Pass level benefits offered at a discount. Proof of date of birth is required to purchase.

You can choose the pass that is best for you at <http://latam.advertisingweek.com/register>

**Education in Advertising Week (this is the topic they suggested, but we can change it to another one like storytelling, or Tech etc.)**

Advertising Week offers a highly curated programming delivered by the industry's brightest minds from across the globe. Our keynotes, seminars, and workshops are designed for advertising execs, entrepreneurs, creative team leaders, and all levels of advertising professionals. They feature best in class thought leadership, the latest industry trends, and indispensable knowledge that will super-charge your professional development.

For the second edition of Advertising Week LATAM, we have developed specific tracks to help guide and focus attendees towards their goals. These include ByTheNumbers: Data, Ad Shapers: Storytelling, Tech, TechStars: Innovation, Culture, Impact Makers: Brand Purpose, Entertainers: Media & Entertainment, and Creativity.

Advertising Week's thought leadership program is designed to give professionals at any level career enhancing insights, deep-dives into the industry's most important topics and actionable learnings to bring back to the office.

**Best moments of Advertising Week 2018**

Some of the best moments at the first edition of Advertising Week LATAM in 2018 were around our global speakers and technology exposition.

David Shing, Digital Prophet at Oath, a Verizon Company, and owner of brands such as Yahoo!, AOL, Huffington Post, Tumblr, and Flickr; gave an energized keynote to a packed room of more than 700 hundred attendees on the future of digital and where innovation is taking our industry and world.

We also had an incredible panel of marketing leaders of some the biggest brands in Mexico including Patricia Corsi from Heinken, Carlos Salcido from El Palacio de Hierro, Leslie Green from Nike, and Claudia Contreras from Samsung. According to his or her own

niche, each marketer shared insights into the strategies that have made the brands successful, and the next steps to lead the way into the future.

Gaz Alazraki, the writer and director of Mexico's record breaking comedy *Nosotros los Nobles* (2013) and the Co-Creator, Executive Producer and Director of *Club de Cuervos* (2015) provided a captivating keynote on the art of filmmaking as well as joined a panel discussion with actor, writer and producer Oscar Uriel, actor and director Kuno Becker, talent management guru Jorge Mondragon, and Mexican national soccer star Oribe Peralta on the importance of celebrities and influencers to communicate brand messages to generate meaningful engagement with their respective audiences. This was a serious "content bomb" with the audience flowing out the back of the theater!

Tech X, which launched at Advertising Week in New York City, brought an immersive hands-on journey through interactive installations, innovations, and bleeding edge tech advancements, which included haptics, holograms, AI, VR, and AR. It capped off this experience with an in-person "Shark Tank" like competition where up and coming local tech entrepreneurs from Mexico were able to pitch their products and ideas for a chance at funding from an elite group of investors brought to Mexico City by Advertising Week and Tech X.

Additionally, we were very pleased to have one of the most recognized media personalities and entrepreneurs in Mexico, MMK Group's Martha Debayle. Who brought more than 30 years' experience in radio, TV, print & digital media, and personal branding to the stage and truly inspired the audience as a charismatic and passionate leader discussing her career and refined management style.

### **Celebrities in Advertising Week 2019**

We are very pleased with the quality of our speakers for the 2019 edition!

Our celebrity lineup this year includes such talents as Mexican-American singer and actor. He is best known for his lead roles in projects such as *Rock of Ages* and *Luis Miguel* along with standup comedian, singer/songwriter, and radio personality Franco Escamilla known for his dark, acerbic sense of humor that's earned him the nickname *El Amo del Sarcasmo*, or *The Master of Sarcasm*.

Along with celebrities, we have strong participation from other key players in the media and entertainment space including *Cinépolis* global COO Miguel Mier, producer Sergio Pizzolante, director of *Rolling Stone Magazine Latin America* Diego Ortiz, director and producer Manolo Caro, and co-founder of *COLOÜRS* Cory Crespo.

On the influencer side we have Ashley Frangie and Lety Sahagún who are the hosts of the biggest podcast in Mexico; "*Se regalan dadas*".

Also participating around social equity and responsibility that includes Claudia Gonzalez Romo Edelman, the Mexican-Swiss Diplomat who is a Special Adviser at the United Nations and the We Are All Human Foundation and Eglantina Zingg, an *actress, model, influencer, and UN Agent of Peace responsible for the founding of 'Goleadoras'*.

Some of the best and brightest marketers are coming as well including Fernando Machado (Global CMO of Burger King), Stephen Wolfe-Pereira (Global CMO of Quantcast), Misty Locke (Global CMO of iProspect), Bruno Bertelli (Global CCO of Publicis WW), Ronald NG (Global CCO of Isobar), Christoph Becker (CEO of Gyro), Juan Carlos Samper (CEO of We Are Content), and Maren Lau (Head of Facebook LATAM).

There are also incredible industry luminaries coming such as mcgarrybowen Founder and Global Chairman, Gordon Bowen, will be sharing his insights in Mexico City this February as well. Our audience will learn about how his creative leadership has driven the success of mcgarrybowen for over a decade and why Time magazine dubbed Gordon a creator of "emotional blockbusters."