

CALENDAR

Monday, January 8

MediaLink Opening Night Party

Location: XS Nightclub, Encore Hotel
 Time: 8:00PM - 11:59PM
 Participating Agency: IPG Mediabrands

Typically over 1,500 attendees; please arrive early to ensure entry.
 *Invite Only

Tuesday, January 9

Live from CES Innovation Territory: Live Video

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)
 Website:
<https://ces2018livevideo.splashthat.com/?gz=d7909509d1856ff94877dba055bbb78f&pp=1>
 Time: 7:45AM - 8:45AM
 Participating Agencies: UM, Initiative, MAGNA, Cadreon, Reprise

Join Daryl Lee, Global CEO, UM and Chad Stoller, EVP, Global Chief Innovation Officer, UM, and Head of the IPG Media Lab, for an overview of CES 2018. During this kickoff event, we'll hear about the Innovation Roadmap - a select list of territories that will impact the future of marketing. Furthermore, we'll partner with Scripps for a Facebook Live session featuring The Property Brothers.

RSVP:

<https://ces2018livevideo.splashthat.com/?gz=d7909509d1856ff94877dba055bbb78f&pp=1>

The Girls' Lounge Girls Gone Walkin' CES Floor Tour

Location: The Girls' Lounge @ CES - Suite #3401, Encore Tower Suites, 3131 S Las Vegas Blvd.
 Website: <https://thegirlslounge.us3.list-manage.com/track/click?u=85a7d59a1d1e868c90e7b97e8&id=1788bff63&e=c2aa5c8fe9>
 Time: 9:00AM - 12:00PM
 Participating Agency: IPG

Open to women across IPG and our agencies. It's a very special experience as the tour is all about the power of the pack.

MAGNA Marketplace Update

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)
 Website:
<https://ces2018magnamarketupdate.splashthat.com/?gz=ef8ea32a6ecb6adf74192610a750b89c&pp=1>
 Time: 10:00AM - 11:00AM
 Participating Agencies: IPG Mediabrands, UM, Initiative, MAGNA, Cadreon, Reprise

David Cohen, President, NA, MAGNA will provide an update on technology's impact in the marketplace.

RSVP:

<https://ces2018magnamarketupdate.splashthat.com/?gz=ef8ea32a6ecb6adf74192610a750b89c&pp=1>

Fireside chat with Facebook's Fidji Simo, VP of Product for Video

Location: C-Space, Pinyon Ballroom, Level 1 at the ARIA Resort & Casino
 Time: 10:00AM - 10:30AM
 Participating Agency: IPG Mediabrands

This conversation will explore the evolution of video on Facebook and how the company thinks about creating great video experiences for people, publishers, and advertisers. Fidji will share the latest on Watch, Facebook's platform for shows, and how she sees video consumption evolving in the future.

*A CES Badge is required to attend this session.

Catered Meeting Space

Location: Julius Executive Suite, Caesars Palace

Contact email: Luisa.chil@speckdesign.com

Website:

<https://www.speckdesign.com/news/2017/futurebrand-speck-ces-2018>

Time: 10:00AM - 9:00PM

Participating Agency: FutureBrand

If you or your accounts need a quiet space off the show floor to meet, chat, or present, contact us to reserve a time. Snacks and refreshments served all day, WiFi Hotspot, presentation monitor.

Luncheon

Location: Scripps Tent

Time: 11:30AM - 2:00PM

Participating Agency: IPG Mediabrands

Available to all IPG/IPG MB Employees & Clients

Branded Content Lunch Session

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website:

<https://ces2018brandedcontent.splashthat.com/?gz=5f47b34fa85a699a8b09654ba41f4334&pp=1>

Time: 12:30PM - 2:00PM

Participating Agency: UM

Media-Driven Content: More than Mediocre.

Featuring...

Brendan Gaul, EVP, Global Creative Director & Head of UM/J3 Studios

Mary Healy, Content Innovation Lead, YouTube

Marc Weinhouse, Director: US Brand Unit, The Content Studio, Google

RSVP:

<https://ces2018brandedcontent.splashthat.com/?gz=5f47b34fa85a699a8b09654ba41f4334&pp=1>

#SeeHer in Media, See Her Transform Culture

Location: The Girls' Lounge @ CES - Suite #3401, Encore Tower Suites, 3131 S Las Vegas Blvd.

Website: <http://mailchi.mp/thegirlslounge/ces2018>

Time: 12:30PM - 2:00PM

Participating Agency: IPG

#SeeHer panel conversation in the Girls' Lounge with marketers

Viacom Presents: Super League Gaming

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website: <https://ces2018esports-gaming.splashthat.com/?gz=0f679a2861928e241575ec011790f5b9&pp=1>

Time: 4:00PM - 5:30PM

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Participating Agencies: UM, Initiative, MAGNA, Cadreon, Reprise

Viacom and the IPG Media Lab have teamed up to develop an immersive experience for clients to explore and interact with Viacom's latest industry-shaping developments. Programmed to educate, engage and inspire, sessions will leave clients with a deepened understanding and actionable knowledge.

During this session, Viacom, in partnership with Super League Gaming, the leading platform for amateur gamers and the architects behind nearly 2000 nationwide events providing kid-first experiences that are team-based, in-person, competitive and local, will demonstrate how themes of belonging, growth and glory can set the stage for memorable experiences.

RSVP: <https://ces2018esports-gaming.splashthat.com/?gz=0f679a2861928e241575ec011790f5b9&pp=1>

<https://ces2018esports-gaming.splashthat.com/?gz=0f679a2861928e241575ec011790f5b9&pp=1>

Facebook Agency Happy Hour hosted by Carolyn**Everson and Patrick Harris**

Location: Facebook HQ Patio, Margaux Ballroom at the Wynn Hotel

Time: 4:00PM - 6:00PM

Participating Agency: IPG Mediabrands

Invite Only

Career Forecasting: Leaders on the Year Ahead

Location: Suite #3401, Encore Tower Suites, 3131 S Las Vegas Blvd, Las Vegas
 Time: 5:00PM - 6:00PM
 Participating Agency: IPG

Featuring IPG panelists Ariana Stolarz, Global Chief Strategy Officer, MRM//McCann and Shirley Hughes, Managing Director, FRUKT North America.

IPG/IPG Mediabrands Cocktail Party

Location: The XS Nightclub
 Website: <https://ces2018kickoff.splashthat.com/>
 Time: 6:00PM - 9:00PM
 Participating Agencies: IPG Mediabrands, IPG

Join us as we kick off CES 2018.

Wednesday, January 10**IPG Women's Breakfast sponsored by R/GA: The Innovation Exchange: When Companies Meet****Startups**

Location: IPG Mediabrands Villa @ The Wynn Fairway Villas
 Website: <https://ipgwomensbreakfastces.splashthat.com/>
 Time: 8:00AM - 10:00AM
 Participating Agencies: IPG, R/GA

Catered Meeting Space

Location: Julius Executive Suite, Caesars Palace
 Contact email: Luisa.chil@speckdesign.com
 Website: <https://www.speckdesign.com/news/2017/futurebrand-speck-ces-2018>
 Time: 9:00AM - 7:00PM
 Participating Agency: FutureBrand

If you or your accounts need a quiet space off the show floor to meet, chat, or present, contact us to reserve a time. Snacks and refreshments served all day, WiFi Hotspot, presentation monitor.

Innovation from a Different Lens

Location: Las Vegas Convention Center, Central Plaza, Scripps Hospitality Tent - CP 22
 Website: <https://ces2018differentlens.splashthat.com/>
 Time: 9:00AM - 11:00AM
 Participating Agencies: none

Conversations with female business leaders who have risen to the top.

Sarah Adler, Co-founder & CTO, Spoon University
 Mackenzie Barth, Co-founder & CEO, Spoon University
 Gina Bianchini, Founder & CEO, Mighty Networks
 Carla Hassan, EVP & Global CMO, Toys R Us
 Barbara McHugh, SVP of Marketing, Major League Baseball
 Tania Yuki, Founder & CEO, Shareablee

#BossLadiesBrunch: How Women Are**Transforming Tech**

Location: The Girls' Lounge @ CES - Suite #3401, Encore Tower Suites, 3131 S Las Vegas Blvd.
 Website: <http://mailchi.mp/thegirlslounge/ces2018>
 Time: 9:30AM - 11:00AM
 Participating Agency: IPG

Panelists:

Jane Francisco, Editorial Director, Hearst Lifestyle Group (Moderator)

Maria Zhang, CTO, Tinder
 Melissa Drucker, Head of Global Sales and Brand Partnerships, Tastemade
 Dyllan McGee, Founder and Executive Producer, MAKERS
 Erica Schmidt, EVP, Managing Director, Cadreon
 Joy Robbins, SVP Global Revenue and Strategy, Quartz

Luncheon

Location: Scripps Tent
 Time: 11:30AM - 2:00PM
 Participating Agency: IPG Mediabrands

Available to all IPG/IPG MB Employees & Clients

Cadreon Presents: Women's Impact in partnership with Oath - Moderated by Jack Meyers, panel includes Erica Schmidt, Cadreon; Arun Kumar, IPG Data & Tech; Kasha Cacy, UM and Tim Armstrong, OATH

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website:

<https://ces2018womensimpact.splashthat.com/?gz=118d2a3ce23703a46a77162a34db7cf6&pp=1>

Time: 12:00PM - 1:00PM

Participating Agency: Cadreon

Featuring...

Tim Armstrong, OATH CEO
Erica Schmidt, Cadreon EVP, Managing Director, N.A.
Arun Kumar, IPG Mediabrands Global Chief Data & Marketing Technology Officer
Jack Myers, MediaVillage.com Founder & Chairman

RSVP:

<https://ces2018womensimpact.splashthat.com/?gz=118d2a3ce23703a46a77162a34db7cf6&pp=1>

Instagram Icons & Images: A fireside chat on innovation in storytelling with Matt Jacobson, Head of Market Development at Facebook and Director Allen Hughes

Location: Mizumi Restaurant at the Wynn

Time: 12:00PM - 2:00PM

Participating Agency: IPG Mediabrands

Invite Only

UM/Cadreon Content Session: Addressable Content

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website:

<https://ces2018addressablecontent.splashthat.com/?gz=d70d348c8a8c0687ac16ed17b285cef8&pp=1>

Time: 2:00PM - 3:00PM

Participating Agencies: Cadreon, UM

Innovation Territory: Addressable Content

Featuring...

Suraj Gandhi, VP, Group Director, Addressable Content, UM/J3
Erica Schmidt, EVP, Managing Director, Cadreon

RSVP:

<https://ces2018addressablecontent.splashthat.com/?gz=d70d348c8a8c0687ac16ed17b285cef8&pp=1>

The Watson Experience featuring Rob High, CTO

Location: Watson Suite

Time: 3:30PM - 5:00PM

Participating Agency: IPG Mediabrands

Scripps Cocktail Party with Guy Fieri

Location: The LINQ Hotel, 3535 S Las Vegas Blvd, Las Vegas, NY 89109

Contact email: 2018CESGUYVIP@foodnetwork.com

Time: 5:00PM - 8:00PM

Participating Agency: IPG Mediabrands

Big Bites & Cocktails with Guy Fieri

Email 2018CESGUYVIP@foodnetwork.com to attend.

Facebook Cocktail Party

Location: Intrigue at the Wynn

Time: 6:00PM - 9:00PM

Participating Agency: IPG Mediabrands

Invite Only

Weird Science Cocktail Party

Location: Julius Executive Suite, Caesars Palace

Contact email: Luisa.chil@speckdesign.com

Website: <https://www.eventbrite.com/e/ces-weird-science-cocktail-party-tickets-41218703251>

Time: 7:00PM - 11:00PM

Participating Agency: FutureBrand

FutureBrand Speck is committed to designing products that resonate with consumer aspirations and bring brands to life. By understanding ecosystems and cutting-edge technology, we develop environments, hardware, and services that deliver winning connected experiences. Scrappy startups, established companies, major techies, and innovative thinkers alike are all invited to embrace their inner mad scientist and celebrate innovation with molecular mixology drinks, hors d'oeuvres and DJ Kiki!

Thursday, January 11

Bringing Innovation to Life: Podcasting

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website:

<https://ces2018podcasting.splashthat.com/?gz=bda8f403563bcb0258ed5e5bceea7d08&pp=1>

Time: 8:00AM - 9:30AM

Participating Agency: UM

Featuring...

Kasha Cacy, US CEO, UM

Sebastian Tomich, SVP, Advertising & Innovation, The New York Times

Adam Aston, Executive Editorial Director at T Brand

RSVP:

<https://ces2018podcasting.splashthat.com/?gz=bda8f403563bcb0258ed5e5bceea7d08&pp=1>

Catered Meeting Space

Location: Julius Executive Suite, Caesars Palace

Contact email: Luisa.chil@speckdesign.com

Website:

<https://www.speckdesign.com/news/2017/futurebrand-speck-ces-2018>

Time: 9:00AM - 3:00PM

Participating Agency: FutureBrand

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Design & Source Showcase

Location: Bronze Lot, LVCC, Tech East

Contact email: Luisa.chil@speckdesign.com

Website:

<https://www.speckdesign.com/news/2017/futurebrand-speck-ces-2018>

Time: 10:00AM - 11:00AM

Participating Agency: FutureBrand

Elisa Jagerson, CEO of FutureBrand Speck, will participate in a panel at the Design & Source Showcase around the latest trends in design thinking.

The Future of Video

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)

Website:

<https://ces2018thefutureofvideo.splashthat.com/?gz=20aae148994a71dab1b59a73cab8d703&pp=1>

Time: 11:00AM - 12:30PM

Participating Agencies: IPG Mediabrands, MAGNA, UM

MAGNA Content Session in Partnership with Turner

RSVP:

<https://ces2018thefutureofvideo.splashthat.com/?gz=20aae148994a71dab1b59a73cab8d703&pp=1>

Luncheon

Location: Scripps Tent

Time: 11:30AM - 2:00PM

Participating Agency: IPG Mediabrands

Available to all IPG/IPG MB Employees & Clients

UM Content Session: Visual Search

Location: The IPG Mediabrands Suite (The Wynn - Fairway Villas)

Website:

<https://ces2018visualsearch.splashthat.com/?gz=34bf2e6c8e73e585b0d5098ac8d68ad5&pp=1>

Time: 1:30PM - 3:00PM

Participating Agency: UM

Innovation Territory: Visual Search - In Partnership with Pinterest

Featuring...

Brian Monahan, Head of Vertical Strategy, Pinterest

Andy Holton, U.S. Lead, Creative Strategy, Pinterest

Joshua Lowcock, Chief Digital & Innovation Officer, U.S., UM

RSVP:

<https://ces2018visualsearch.splashthat.com/?gz=34bf2e6c8e73e585b0d5098ac8d68ad5&pp=1>

Facebook's High-Tech Retailing Summit

Location: Marcello 4405, Level 4 @ The Venetian Hotel
Time: 3:30PM - 4:15PM
Participating Agency: IPG Mediabrands

Eva Press, Facebook's US Group Lead for Retail, as she joins a panel discussing "Pathways to Retail." Behind the curtain there's some very powerful tech informing everything from loyalty programs to inventory and tracking. Learn how data analytics, artificial intelligence, and IoT are being infused into the retail business and every part of a product and customer's lifecycle.

*Please note a CES Conference Badge is required to attend this session.

UM Content Session: Retail Disruption

Location: The IPG Mediabrands Suite 211 (The Wynn - Fairway Villas)
Website:
<https://ces2018retaildisruption.splashthat.com/?gzs=2852f9211c65eaabc318927c7c2bfa17&pp=1>
Time: 4:00PM - 5:30PM
Participating Agency: UM

Innovation Territory: Retail Disruption

Featuring...

Dave Sommer, Facebook, N.A. Sales: Head of Industry, Retail and CPG
Piers Fawkes, Founder and Editor-in-Chief, PSFK
Josh Mallalieu, VP, Partner, Strategy

RSVP:

<https://ces2018retaildisruption.splashthat.com/?gzs=2852f9211c65eaabc318927c7c2bfa17&pp=1>

UM Executive Client Dinner

Location: The Fountain Terrace at the Four Season
Time: 7:00PM - 10:00PM
Participating Agency: UM

Invite Only

iHeartRadio Live at CES Party *Invite only

Location: Draï's @ The Cromwell Hotel
Contact email: FrankLoBello@iheartmedia.com
Time: 9:00PM - 11:59PM
Participating Agencies: none

*Invite only

Friday, January 12

iHeartRadio Live at CES Party *Invite only

Location: Draï's @ The Cromwell Hotel
Contact email: FrankLoBello@iheartmedia.com
Time: 12:00AM - 4:00AM
Participating Agencies: none

*Invite only

RESOURCES

Monday, January 8

The Girls' Lounge @ CES

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Website: <http://mailchi.mp/thegirlslounge/ces2018>
Time: 2:00PM - 6:00PM
Participating Agency: IPG

IPG is a sponsor of The Girls' Lounge.

ACTIVITIES

Confidence Coaching
Career Forecasting
Professional Headshots
Professional Styling

*To schedule an appointment, please email Sydnee@tfqventures.com

Tuesday, January 9

Scripps Networks Hospitality Suite

Location: Sands Expo at the Venetian, Titian 2203 ~ SNI Hospitality Suite
Contact email:
<https://scrippsnetworksinteractiveatces2018.eventfarm.com/event/7fff5387-0000-45a0-a33c-130fcc1a00db>
Time: 8:00AM - 5:00PM
Participating Agencies: none

Breakfast and Lunch served daily

Scripps Networks Hospitality Tent

Location: Las Vegas Convention Center, Central Plaza, CP 22 ~ SNI Hospitality Tent
Website:
<https://scrippsnetworksinteractiveatces2018.eventfarm.com/tokens/event/7fff5387-0000-45a0-a33c-130fcc1a00db>
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Sydnee@tfqventures.com

Thursday, January 11

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SNI Hospitality Suite
Contact email:
<https://scrippsnetworksinteractiveatces2018.eventfarm.com/event/7fff5387-0000-45a0-a33c-130fcc1a00db>
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Participating Agencies: none

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Scripps Networks Hospitality Tent

Location: Las Vegas Convention Center, Central Plaza,
CP 22 ~ SNI Hospitality Tent
Website:
<https://scrippsnetworksinteractiveatces2018.eventfarm.com/tokens/event/7fff5387-0000-45a0-a33c-130fcc1a00db>
Time: 9:30AM - 3:30PM
Participating Agencies: none

Breakfast and Lunch served daily