



A Beet.TV/IPG Mediabrands Leadership Summit during Advertising Week - October 6

Overview:

As the advertising and media industry descends to New York the Advertising Week, [Beet.TV](#) And IPG Mediabrands will collaborate on a leadership summit at IPG Mediabrands headquarters located on West 33rd Street which is adjacent to the Advertising Week venue.

A sample of topics we are exploring include: Commerce Media, CTV, Data/Identity, AI and the advertising experience.

The program will include fireside chats and panels with industry leaders curated by Beet.TV and the IPG Mediabrands team. Speakers will include IPG Mediabrands execs, clients, Presenting Partner's executives, and other industry leaders/influencers.

We expect the invite-only audience which will be limited to 75-100 to include IPG Mediabrands executives, clients, and guests, the Presenting Partner's executives, clients, and guests, and Beet.TV executives, and guests.

In the [Beet.TV](#) style, the sessions will be off the record, making them uniquely candid and informative. While the sessions will not be recorded, [Beet.TV](#) will produce a 15-part video interview series with event speakers captured at our onsite studio.

These video interviews will be published and distributed on Beet.TV and its distribution network, including LinkedIn, YouTube and the Bloomberg Terminals.

The entire program will be supported by a wide-ranging marketing campaign including pre-event, real-time and post event including targeted promotions via social, email, banners and retargeting.

Partnership Opportunity

This is a unique opportunity for partners to connect with the IPG Mediabrands team, to communicate their value proposition: to make introductions and to build business.

It is also a considerable branding experience with visibility on [Beet.TV](#) and its social and distribution graph.

The programming of the event will align with the business objectives of the Presenting Partners.

The Presenting Partner opportunity is as follows:

- Thought leadership
 - One 10-minute fireside chat for partner's executive curated and moderated by Beet.TV
 - One panel slot on a relevant panel for partner's executive curated and moderated by Beet.TV
 - Partner's 2 executives featured in the recorded video series
- Company name and logo including with all promotion and social media
- Logo branding included in pre- and post-roll and promotion of the event's video series
- Video files will be made available to Partner to repurpose as content
- 40 invitations for partner's executives, clients, partners, and guests
- Access to event attendee list

For more details, please contact Phil Ardizzone phil@beet.tv.