

CES 2023

DAY 1: WEDNESDAY, JANUARY 4TH

MEDIABRANDS VILLA

The Wynn Fairway Villas at the Wynn Las Vegas
3131 Las Vegas Blvd S, Las Vegas, NV 89109



POWERED BY IPG MEDIA LAB

TIME

ALL DAY

6:00PM

9:00PM

DETAILS

CLIENT/PARTNER MEETINGS AS NEEDED

IPG COCKTAIL RECEPTION

MEDIALINK PARTY

LOCATION

MEDIABRANDS VILLA

ENCORE BEACH CLUB
by Invitation only

Club XS at the ENCORE
by Invitation only

CES 2023

DAY 2: THURSDAY, JANUARY 5TH



POWERED BY IPG MEDIA LAB

MEDIABRANDS VILLA

The Wynn Fairway Villas at the Wynn Las Vegas
3131 Las Vegas Blvd S, Las Vegas, NV 89109

TIME	DETAILS	LOCATION
8:30AM-9:30AM	CES OVERVIEW KICKOFF & SESSIONS OVERVIEW Featuring Adam Simon, IPG Media Lab A look into the macro trends emerging from the CES show floor and how they'll impact brands and consumers over the course of 2023.	MEDIABRANDS VILLA
9:45AM-10:15AM	THE FUTURE OF THE AT HOME ECONOMY Featuring Chelsea Freitas, IPG Media Lab Join us for a look at the smart home and IOT devices & platforms featured at CES, and how brands can use them to reach consumers.	MEDIABRANDS VILLA
10:30AM-11:00AM	THE FUTURE OF HEALTH & WELLNESS Featuring Katy Geisreiter, IPG Media Lab A look at how health and wellness brands can leverage innovative health devices to deepen their consumer relationships.	MEDIABRANDS VILLA
11:15AM-12:00PM	MAGNA MARKETPLACE UPDATE Featuring Dani Benowitz, MAGNA Hear how the late pandemic era has impacted behaviors and priorities for brands, media companies and consumers alike, and the collective implications on the 2023 ad market.	MEDIABRANDS VILLA
12:15PM-12:45PM	THE FUTURE OF MOBILITY Featuring Josh Mallalieu, IPG Media Lab Highlighting disruptive car announcements from the show floor and discuss their implications for OEMs, travel brands, and delivery logistics.	MEDIABRANDS VILLA
1:00PM-1:30PM	MAGNA MEDIA TRIALS Featuring Kara Manatt, MAGNA Latest and greatest from the media trials program on topics such as misinformation, content, adjacency, and best practices on TikTok.	MEDIABRANDS VILLA
1:45PM-2:15PM	THE FUTURE OF ENTERTAINMENT Featuring Richard Yao, IPG Media Lab CES is a launch pad for emerging media of all stripes. Explore how evolving technology opens new doors for brands in every category.	MEDIABRANDS VILLA
2:30PM-3:00PM	THE FUTURE OF VICE Featuring Ryan Miller, IPG Media Lab Covering evolving consumer behaviors around traditional vices like alcohol, cannabis, and gambling, and where Sin City is headed next.	MEDIABRANDS VILLA
3:15PM-4:00PM	MEDIA STRATEGY IN A WORLD OF UNCERTAINTY Sean Corcoran & Mike Piner, MediaHub; Abbie De La Campa, TikTok Today, we're "in between" almost everything - the pandemic; generations; consumer shifts; content; the next web; and creators. We'll break down the core components of society's current transformation and chart a path forward.	MEDIABRANDS VILLA
4:00 - 5:00PM	COCKTAIL HOUR AFTER PANEL	MEDIABRANDS VILLA

CES 2023

DAY 3: FRIDAY, JANUARY 6TH



POWERED BY IPG MEDIA LAB

MEDIABRANDS SUITE

The Encore at the Wynn Las Vegas
3131 Las Vegas Blvd S, Las Vegas, NV 89109

TIME

8:30AM-10:00AM

AFTER 10:00AM

DETAILS

IPG INNOVATION BREAKFAST

CLIENT/PARTNER MEETINGS AS NEEDED

LOCATION

MEDIABRANDS VILLA

MEDIABRANDS VILLA



Initiative

MEDIAHUB

REPRISE



M/GNA



Kinesso

matterkind

MEDIABRANDS