

# CES 2024

DAY 1: TUESDAY, JANUARY 9<sup>TH</sup>

## IPG MEDIABRANDS VILLA

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

CES 2024

# INNOVATION UNLOCKED

POWERED BY IPG MEDIA LAB

### TIME

6:00 PM

### DETAILS

IPG WELCOME RECEPTION

### LOCATION

ENCORE BEACH CLUB



MEDIA HUB



# CES 2024

DAY 2: WEDNESDAY, JANUARY 10<sup>TH</sup>

CES 2024

# INNOVATION UNLOCKED

POWERED BY IPG MEDIA LAB

## IPG MEDIABRANDS VILLA

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

TIME	DETAILS	LOCATION
8:30AM-9:30AM	<b>IPG MEDIA LAB CES KICKOFF</b> Adam Simon, Managing Director, 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 2024.	<b>IPG MEDIABRANDS VILLA</b>
9:45AM-10:30AM	<b>THE FUTURE OF ENTERTAINMENT &amp; MEDIA</b> Richard Yao, Associate Director, Strategy, IPG Media Lab Beyond new tech for television and speakers, CES is a launch pad for emerging media of all stripes. We'll look at the media and entertainment announcements from the floor, and how evolving technology opens up new ways for brands in every category to reach consumers.	<b>IPG MEDIABRANDS VILLA</b>
10:45AM-11:30AM	<b>THE FUTURE OF HEALTH &amp; WELLNESS</b> Ryan Miller, Director, Partnerships, IPG Media Lab Every year CES features breakthrough health devices. We'll highlight the most innovative examples and discuss how health and wellness brands can leverage them to deepen their relationships with consumers.	<b>IPG MEDIABRANDS VILLA</b>
11:45AM-12:30PM	<b>MAGNA MARKETPLACE UPDATE</b> Dani Benowitz, President, MAGNA Hear how the post-pandemic era has impacted behaviors and priorities for brands, media companies and consumers alike, and the collective implications on the 2024 ad market.	<b>IPG MEDIABRANDS VILLA</b>
1:00PM-2:00PM	<b>HELP! I CAN'T KEEP UP WITH GROWING SHOPPER EXPECTATIONS!</b> Moderated by Jeriad Zoghby, SVP, Chief Commerce Strategy, IPG Every customer touchpoint is becoming a commerce channel. Get key transformation tips from this panel of industry leaders to stay ahead.	<b>ARIA, LEVEL 1, JOSHUA 9</b>
2:00PM-3:00PM	<b>TOTAL COMMERCE   WHO'S DOING IT RIGHT?</b> Moderated by Amie Owen, U.S. Head of Commerce, UM Building new business models and seamless omni-channel experiences to compete at scale is complex. Find out who is winning and why.	<b>ARIA, LEVEL 1, JOSHUA 9</b>
3:00PM-4:00PM	<b>PARTNERING TO WIN LIFETIME CUSTOMERS</b> Moderated by Tina Allan, Chief Data & Intelligence Officer, FCB Savvy brands understand the value of partnering with experts in media, data, and tech. Get insights to select partners that help you win.	<b>ARIA, LEVEL 1, JOSHUA 9</b>
4:00PM-5:00PM	<b>AI-GET THE PARTY STARTED!</b> Moderated by Joyce Turner, VP, Industry, Managing Director, Acxiom Expert thought-leaders share "need to know NOW" hot topics and provoke an informal and fun attendee conversation on AI-driven marketing.	<b>ARIA, LEVEL 1, JOSHUA 9</b>
5:00PM-7:00PM	<b>IPG COMMERCE RECEPTION</b>	<b>ARIA, LEVEL 1, JOSHUA 9</b>



Initiative

MEDIA HUB

KINNESSO

Orion

M/GNA

rapport

BRANDS  
Studio  
Content

# CES 2024

DAY 3: THURSDAY, JANUARY 11<sup>TH</sup>

CES 2024

# INNOVATION UNLOCKED

POWERED BY IPG MEDIA LAB

## IPG MEDIABRANDS VILLA

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

TIME	DETAILS	LOCATION
8:30AM-10:00AM	IPG INNOVATION BREAKFAST	IPG MEDIABRANDS VILLA
10:15AM-11:00AM	<b>THE FUTURE OF MOBILITY</b> Josh Mallalieu, SVP, Operations, IPG Media Lab As cars evolve to become giant smartphones on wheels, we'll highlight the disruptive announcements from the show floor and discuss their implications for OEMs, travel brands, and delivery logistics.	IPG MEDIABRANDS VILLA
11:15AM-12:00PM	<b>THE FUTURE OF LUXURY</b> Chelsea Freitas, VP, Strategy, IPG Media Lab As Gen Z steps into the spotlight, and Millennials cement themselves as the primary buyers of luxury goods and experiences, a new mindset shift is taking place. We'll dive into this shift, and how it's driving disruption for both premium and accessible luxury brands.	IPG MEDIABRANDS VILLA
12:15PM-1:00PM	<b>THE FUTURE OF THE AT HOME ECONOMY</b> Katy Geisreiter, Associate Director, Strategy, IPG Media Lab The smart home and IoT is one of the hottest sectors at CES. Join us for a look at the devices and platforms which are being featured at the show, and how brands can leverage them to reach consumers.	IPG MEDIABRANDS VILLA
1:15PM-2:00PM	<b>THE FUTURE OF TOYS, GAMES, &amp; PLAY</b> Tom Trudeau, Director, Partnerships, IPG Media Lab As Millennial parents drive changes in how their kids learn, play, and grow, they're driving a cultural shift in who toys and games are for, and how parents and kids spend time together. Join us for a look at the evolving cultural narrative, and highlights of how this is playing out on the show floor at CES.	IPG MEDIABRANDS VILLA



Initiative

MEDIA HUB

KINNESSO

Orion

M/GNA

rapport

