



Festival of Media

GLOBAL

18-20 May 2016, Rome Cavalieri, Italy

A GATHERING OF THE WORLD'S MOST INFLUENTIAL MEDIA MINDS



@festivalofmedia
#FOMG16

Celebrating



www.festivalofmedia.com/global

START

FINISH

18 May - 17:30

Arrive at the Rome Cavalieri Hotel

18 MAY

1

Pick up your delegate badge from the registration desk

2

Enjoy a couple of complimentary drinks with your fellow attendees at the Welcome Drinks Reception hosted by **IBT MEDIA**

3

19 May - 08:30
It's day one Start your Festival by going Back to the Future. Interact with a screening wall showcasing key moments in the last decade of media

19 MAY

Catch up with new and old friends over a coffee in the networking area



09:00 Time to start the conference on our **Julius and Caesar stages**

Hear from our line-up of speakers from the worlds biggest Brands, Media Agencies and Ad Tech companies

4



VIEW AGENDA

For the first time brand attendees will have their own content space – The Brand Learning Programme - to learn how to become a better client

5



MORE INFORMATION

If start-ups are your thing, head over to the Caesar stage to see an exclusive panel on how brands and startups can work better together



Immerse yourself and engage in a number of activations and meetings

6

Time to grab a coffee, get your game face on and work the room

7



Time to head back to the conference room for some more thought provoking presentations

16:30 End of day two conference – time for some final networking drinks on the Terrace

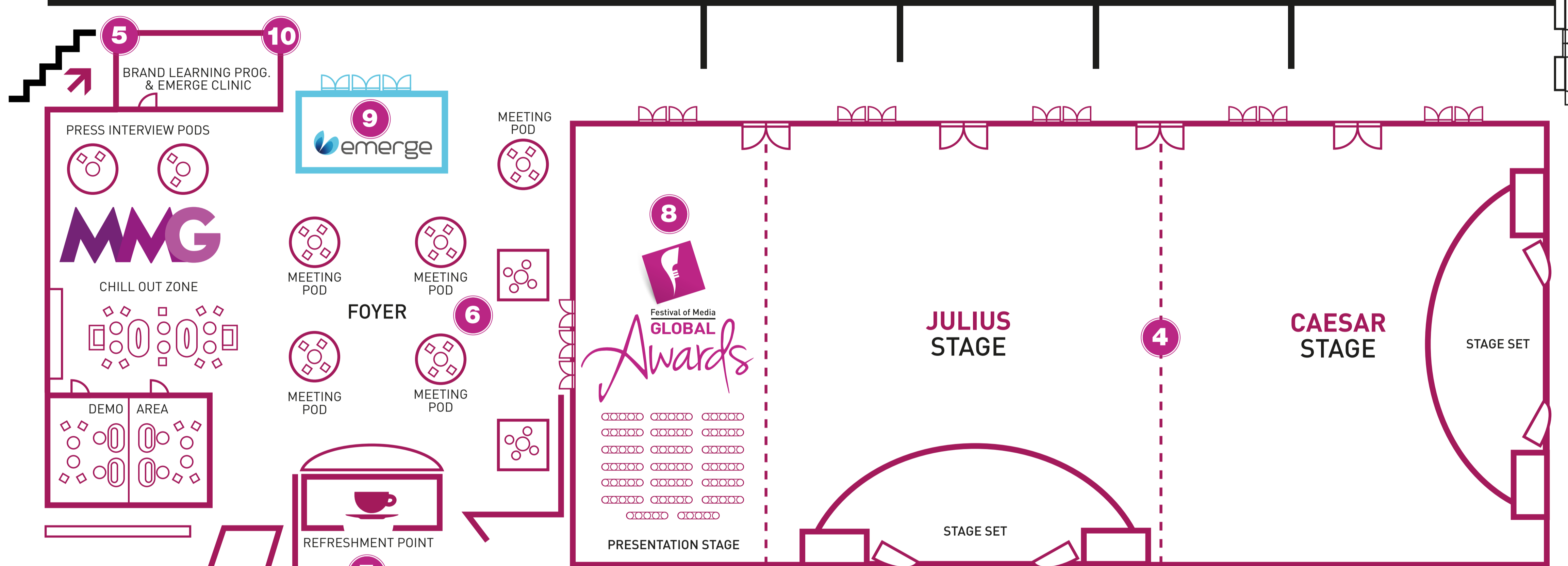
Final part of the conference now – head back to the Julius stage for the last few sessions

Time for lunch Don't miss your chance to have a chat with **Adform, Teads, RadiumOne** and **Starcom** in the networking area

Head back to the Julius and Caesar stages for more engaging and insightful content sessions

Morning break! – Time to grab a coffee and head over to the emerge demo area and catch up with the startups you didn't get to see yesterday

09:25 Time to kick off day two of the conference sessions at the Julius stage



TURNING CHALLENGES INTO SOLUTIONS

KEY REASONS TO ATTEND

Learn, be inspired and understand the industry's burning issues with speakers who include the holders of 90% of the globe's media budgets, the most innovative brands, and game changing media owners

Who has produced the best media campaigns in the world? Find out at the Festival of Media Global Awards presentation on Day one during lunch and the Happy Hour.

Network with more than 200 brands including P&G, Airbnb, Unilever and Bacardi over two days under one roof. Brand delegates also get to experience the new Brand Learning Programme and understand how to be a better client.

Connect with 40 of the world's hottest adtech and martech startups through our exclusive emerge programme. See them pitch live and then choose your favourites.

20 MAY

20 May - 08:30 Day two starts here. Grab a coffee and mingle with colleagues in the networking area

Get a good night's sleep. Tomorrow is going to be another big day

18:30 You've reached the end of day one – reward yourself with a few drinks at the Happy Hour networking drinks where will be announcing the Grand Prix winners of the Festival of Media Global Awards Happy Hour hosted by: **blis**

Head back to the conference rooms for a full afternoon of exciting content



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For all you startups – Check out the Emerge Clinic where you can experience expert sessions including hiring international talent, how to be a successful entrepreneur, get noticed in the press and grow your business

Time to check out the worlds hottest adtech and martech start-ups over at the Emerge Demo area

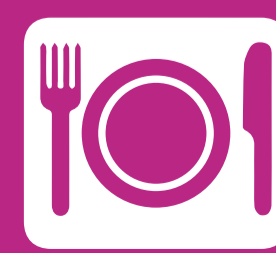
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MORE INFORMATION

13:00 Want to see some winning media campaign case studies? Head over to the Festival of Media Global Awards presentation to see the 2016 winners

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VIEW SHORTLIST



Sponsored by: **INNERACTIVE**

It's lunch – time for some more networking with over **800 senior level attendees**