

Out of Popular Demand, Transformation Week Makes a Return

ADVERTISING INSIGHT TRANSFORMATION

KAT JENNINGS, MARKETING MANAGER 13 JUN 2019

Following the success of Transformation Week last year, the 4 day event returns again for 2019. Monday 24th June – Thursday 27th June

Transformation Week 2019 is an event that recognises the importance of agility in our industry. Constant disruption is a fact of modern business life, bringing about new competitors, new business models, new pricing strategies and new consumer behaviour. To succeed in this environment, companies need to be constantly, and actively, evolving – transforming themselves to keep up with new trends and keep ahead of the competition.

Transformation Week aims to address this shift in the industry and with 18 events to choose from ranging from purpose and Gen-Z to voice and growth, this week has something for everyone. Join us to hear from some of the country's biggest and best

brands talking about the challenges their businesses face and how they have transformed to overcome them.

If you're interested in finding out more, please email: Events@MediaCom.com

MEDIACOM PRESENTS

TRANSFORMATION WEEK 2019

MONDAY 24 JUNE – THURSDAY 27 JUNE
#TRANSFORMATIONWEEK

| MONDAY 24 JUNE | | TUESDAY 25 JUNE | |
|-------------------|---|------------------|---|
| THEATRE | 09:30 – 10:30 The Board Disconnect IPA & Financial Times | THEATRE | 09:30 – 10:30 Love Changes Everything ITV |
| BAR | 11:00 – 12:30 Can we talk? Exploring the Potential of Voice Technology for Your Brand Theobalds Road Consultancy & Code Computerlove | THEATRE | 11:00 – 12:00 TV Transformation Taking Flight Sky |
| THEATRE | 13:00 – 14:00 The Power of Purpose in Transformational Times Hearst | BAR | 12:30 – 13:30 The Clock is Ticking JC Decaux |
| BAR | 14:30 – 15:30 The Changing Role of Media in a Fragmented Political and Social World ESI | BAR | 15:30 – 16:30 What's Eating Gen Z? MediaCom |
| WEDNESDAY 26 JUNE | | THURSDAY 27 JUNE | |
| BAR | 09:30 – 10:30 Britain Talks - The Conversations we Wish we Could Have Reach PLC | R/S ABC 1 | 09:30 – 10:30 Going from Strength to Strength Stylist |
| BAR | 11:00 – 12:00 The Sustainability Imperative MediaCom | R/S ABC 1 | 11:00 – 12:00 The Changing Face of Radio with Chris Evans News UK |
| R/S ABC 1 | 12:30 – 13:30 5G is Coming, and You're Not Ready Verizon Media | R/S ABC 1 | 12:30 – 13:30 Show Me the Evidence Google |
| BAR | 14:00 – 15:00 Grabbing Attention Through Sound Bauer | BAR | 14:00 – 15:00 Finding Growth in Uncomfortable Places: The 7 Levers Theobalds Road Consulting |
| R/S ABC 1 | 15:30 – 16:30 The Future of Conversation Facebook | BAR | 16:00 – 17:00 Diversity 2.0 - What Needs to Happen Now The Glass Wall Network |

To attend any of our sessions, please **RSVP** to events@mediacom.com

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