DEBUTING IN SYDNEY IN WINTER 2018

Advertising Week is a hybrid of inspiring thought leadership and entertaining and engaging special events. Advertising Week APAC draws from the client, media, technology and broader cultural communities while focusing on key business drivers which shape and influence the global industry.

ADVERTISING WEEK APAC transcends traditional industry conferences with its combination of global industry thought leaders and “A List” stars.

Advertising Week APAC is the latest edition alongside AWEurope, held each spring in London, AWAsia, held each summer in Tokyo, AWLATAM, each winter in Mexico City, and Advertising Week in New York City, which will celebrate its 15th year this fall.
## AW Global Attendance

### Europe 2018 Attendance
- **235** Events, **35,206** Attendees, **743** Speakers
- **203** Seminars & Workshops, **285** Registered Press

### Deleg ate Profile
- **Company Type**
  - Agency, Creative: 12%
  - Agency, Media: 15%
  - Brand: 15%
  - Media Owner: 28%
  - Technology & Digital: 25%
  - Other: 6%
- **Job Roles**
  - C-Level: 9%
  - Director: 28%
  - EVP/Managing Dir.: 14%
  - Manager: 32%
  - President: 8%
  - Other: 9%

### Social & Content
- **171,093,010** Twitter Impressions
- **6,796,333** Instagram Impressions
- **13,314** #awEurope Hashtag Uses

### Asia 2018 Attendance
- **130** Seminars, Workshops & Events, **14,198** Attendees, **236** Speakers, **242** Registered Press

### Deleg ate Profile
- **Company Type**
  - Agency - Media: 19%
  - Agency - Creative: 17%
  - Media Owner: 20%
  - Marketer - Brand: 19%
  - Tech/Digital: 19%
  - Other: 6%
- **Job Roles**
  - President/CEO: 11%
  - CMO/CFO/COO: 14%
  - EVP/Managing Dir.: 23%
  - Vice President: 20%
  - Director: 12%
  - Manager: 10%
  - Other: 10%

### Social & Content
- **78,095,094** Twitter Impressions
- **41,413,682** Instagram Impressions
- **8,818** #awAsia Hashtag Uses

### New York 2017 Attendance
- **280+** Events, **98,000+** Overall Attendance, **11,000+** Delegates, **1,217** Speakers
- **270** Seminars & Workshops, **54,000+** Attendance at Seminars, **513** Registered Press

### Deleg ate Profile
- **Company Type**
  - Agency - Creative: 21%
  - Agency - Media: 19%
  - Brands: 19%
  - Ad-Tech: 11%
  - Media Company: 23%
  - Other: 8%
- **Job Roles**
  - C-Level: 7%
  - Coordinator: 9%
  - Manager: 19%
  - Director: 21%
  - Vice President: 22%
  - EVP & Managing Director: 14%
  - President/CEO/Founder: 13%

### Social & Content
- **467,940,351** #awnewyork Social Impressions
- **35,424** Total Tweets Using #awnewyork
- **16,824,461** Total #awnewyork Instagram Impressions

### Latam 2018 Attendance
- **102** Events, **12,006** Attendees, **236** Speakers, **242** Registered Press

### Deleg ate Profile
- **Company Type**
  - Media Company: 17%
  - Brand: 13%
  - Technology: 22%
  - Agency, Media: 19%
  - Agency, Creative: 18%
  - Other: 11%
- **Job Roles**
  - President/CEO/Founder: 15%
  - EVP/Managing Dir./C-Level: 14%
  - Vice President: 8%
  - Director: 25%
  - Manager: 17%
  - Coordinator: 12%
  - Other: 9%

### Social & Content
- **71,255,764** Twitter Impressions
- **11,376,069** Instagram Impressions
- **13,314** #awlatam Hashtag Uses
2018 AWAPAC PROJECTED NUMBERS

4 DAYS  100+ EVENTS
4,000+ ATTENDEES  200+ SPEAKERS

TARGETED COUNTRIES
AUSTRALIA • NEW ZEALAND • SINGAPORE
PHILIPPINES • MALAYSIA • HONG KONG
CHINA • INDONESIA • VIETNAM

DELEGATE PROFILE

Agency - Media 21%
Agency - Creative 18%
Media Owner 19%
Marketer 18%
Tech/Digital 21%
Other 3%

SOCIAL & CONTENT

40,000,000+
#AWAPAC IMPRESSIONS
AND MENTIONS OF @ADVERTISINGWEEK

10,000,000+
SOCIAL ACCOUNT IMPRESSIONS

8,000+
TOTAL TWEETS USING #AWAPAC

20,000+
OFFICIAL GUIDE DISTRIBUTION
WHEN WAS THE FIRST ADVERTISING WEEK?

The first Advertising Week took place in New York in 2004 and is approaching its 15th edition this fall. Advertising Week Europe takes place in London and just wrapped up its 6th year. Advertising Week Asia held its second edition in May of 2017, and the first AWLATAM in Mexico City took place in February 2018.

WHO ATTENDS ADVERTISING WEEK APAC?

Advertising & Media professionals from throughout the ecosystem with the main concentration coming from:

- AGENCY – CREATIVE & MEDIA
- BRAND MARKETERS
- MEDIA OWNERS
- TECHNOLOGY

Advertising Week holds events that cater to all levels of industry professionals from CEOs to day-to-day Account Planners and Buyers and everyone in between.

WHERE AND WHEN IS ADVERTISING WEEK APAC?

July 30 – August 2, 2018
Sydney, Australia • Luna Park
FAQs

What is the formula for Advertising Week?

Best and Brightest By Day
Thought Leadership featuring the industry’s best and brightest talents

Star-Talent Driven Special Events
Special events targeting all demographics featuring A-list entertainment and content

Leading Edge Tech
Advertising Week Experience:
Disruptive technology showcase
FAQs
How can I participate?

**PARTNERSHIP**
Reach advertising and media's most influential audience. Choose from Advertising Week APAC's menu of opportunities to accomplish your marketing objectives.

**CONTACT** Clive Prosser at clive@advertisingweek.com

**THOUGHT LEADERSHIP**
Have something to say? Tell the world on the Advertising Week APAC stage.

**CONTACT** Elizabeth Petra at elizabeth@stillwellpartners.com

**ATTEND**
Learn and rub shoulders with industry heavyweights.

**BUY A PASS** apac.advertisingweek.com/register