

# TelevisaUnivision

## Thought Leaders in Cannes



### MONDAY 06.19

5:30pm

**The Inclusion Cafe**  
The Infillion Garden at the Mondrian Cannes



**The Lead Off: Women’s Rise to Power in Advertising, Media, and Marketing**  
Featuring: **Donna Speciale**  
President of U.S. Advertising Sales & Marketing

### TUESDAY 06.20

10:00am

**Infillion Garden at The Mondrian Hotel**  
45 Bd de la Croisette



**A New Era for Streaming Ads: How Publishers are Upgrading Their AVOD Game**  
Featuring: **Dan Riess**  
EVP and Chief Growth Officer

11:45am

**McCann Rooftop at Martinez Hotel**  
McCann Worldgroup’s Martinez Suite Terrace,  
1st Floor, Room 131  
73 Boulevard de la Croisette



**Driving Culture, Shaping Impact: Navigating Equity, Inclusion, and Representation in Marketing**  
Featuring: **Roberto Ruiz**  
EVP, Research, Insights & Analytics

12:30pm

**KERV Cafe**  
1 Square Mérimée



**The Rebooting Presents: The New Attention Economy**  
Featuring: **Fernando Romero**  
SVP, U.S. Digital Advertising Sales

3:00pm

**Journal House**  
Jetée Albert Edouard



**Embracing Ethnicity: A Check-In on Hispanic Creativity and Leadership, Five Years On**  
Featuring: **Donna Speciale**  
President of U.S. Advertising Sales & Marketing

### WEDNESDAY 06.21

9:30am

**Beet.TV Villa**  
Villa des Fleurs  
6 Avenue des Fleurs



**Addressable TV: How Data is Driving Results**  
Featuring: **Brian Lin**  
SVP, Product Management Ad Sales

2:30pm

**Video Amp Summit at The Carlton Ballroom**  
58 Bd de la Croisette



**Measuring Live Events: How Do We Get It Right?**  
Featuring: **Brian Lin**  
SVP, Product Management Ad Sales

3:30pm

**Nielsen Yacht**  
Jetée Albert Edouard



**Representation Matters: Accurate Measurement of Diverse Audiences**  
Featuring: **Roberto Ruiz**  
EVP, Research, Insights & Analytics

### THURSDAY 06.22

12:00pm

**T-Mobile Stage**  
Le Croisette Beach



**Are We Finally Done With Signal Loss?**  
Featuring: **Roberto Ruiz**  
EVP, Research, Insights & Analytics

