

**S T R E A M  
THE WPP (UN)  
CONFERENCE  
FOR (UN) CONVEN  
TIONAL THINK  
ERS 2019-2020**

# 2020 DATES FOR YOUR DIARY

6-9 January ..... The WPP Terrace, CES 2020, Las Vegas

6-7 February ..... Stream India, Jaipur, India

24-26 February..... WPP Commerce USA, Miami, USA

15-17 April ..... Stream Indonesia, Yogyakarta, Indonesia

22-26 June ..... WPP Beach, Cannes, France

23 June..... Stream Cannes, Cannes, France

25 September ..... Stream Kenya, Nairobi

21-24 October ..... Stream Europe, Athens, Greece

25-27 November ... Stream South Africa, Cape Town, SA

Q4 ..... Stream USA, Ojai, USA





# WPP STREAM – WHAT'S ALL THE FUSS ABOUT?

Alice ter Haar

Senior Manager-EU Marketing, Deliveroo

I confess that I hadn't heard of WPP's Stream before I was invited. I guess it's kind of like one of those "under the radar," cool-in-town spots that you haven't been introduced to yet. The bill sounded intriguing; an "(un)conference for (un)conventional thinkers". That could've been marketing buzzword speak — but it turns out that it was anything but...

So, what's it all about? Well, firstly, the "un" conference bit is about right — it's about as far a cry from a regular conference as you can imagine. In fact, I'd liken it more to a festival. I can say that choosing between the daily discussion forums was more reminiscent of the agonising choice between Glastonbury stages. And the evening's entertainment and light-night finishes were certainly more akin to the same good time highs than any conference I'd ever been to before.

Now in its twelfth year, WPP's Stream Europe is held in October in Marathon, Greece. 80% of attendees are new... although there's a strong "old-timer" contingent of seasoned pro party faithful. As we walked through passport control, we newbies are like doe-eyed Bambis, with whispers to be heard "that the bedrooms aren't the fanciest" and "WiFi is disabled to discourage people from working". This does turn out to be true. And so much for the better.

As we board the coach, I'm starting to feel that school trip-style excitement, butterflies in my stomach accompanying a mixture of trepidation and excitement. Because essentially, you're with a bunch of strangers. If you're lucky, you might know a couple of people through your professional network, dahlings. But this scenario has the potential to be an introvert's worst nightmare and even make the extroverts blush — three days non-stop with 360 people you've never met before. It's basically a weekend of networking (bleurgh).

Except it couldn't be farther away from that. Yes, there might be an awkward moment when you're not talking to anyone in the lunch queue, or something that smelt a tiny little bit like a pitch from someone. But overall, I found those moments to be extremely few and far between. WPP invites a wide range of people from across the media, marketing and communication spectrum, bringing together a plethora of movers-and-shakers from each corner of the industry; entrepreneurs, activists, agency heads and us client-side folk. Everyone has something to say — I can't recall a single tedious conversation during the weekend. And, boy, you soon get to know people... by the end of it you are best buds (of course!).

It also differs from other conferences because all of the happenings involve the attendees themselves — it's not "death by PowerPoint". There are the discussion groups where anyone is encouraged to run a session on whatever inspires them — and attendees choose to go to the ones they want to. These ranged from "how to create social change in an hour" to "what would happen if the world was a little less straight?". The intimate workshops saw us debating topics, sharing wisdom and divulging some deeply personal stories. It's lucky "Chatham House rules" applied.

On the first night were the Ignite talks, at which I was fortunate enough to have been given a slot to introduce myself. Here, in Pecha Kucha style, speakers have 15 slides that automatically forward every 15 seconds, creating compelling and dynamic narratives about fascinating topics from the speakers' lives. The slides keep rolling, no matter what... even if one were to practically fall off the stage ;). And then there is the Saturday night talent show where we laughed until we cried. Each evening, as the sun went down, we were illuminated by "Luminaries" talks that warmed the cockles. We got the skinny on the summer's biggest phenomenon, "Love Island", saw Wallace & Gromit's take on puppetry and gazed in wonder as a real life "Iron Man" suit flew over the swimming pool. Not to mention an "up close and personal" Q&A with WPP's CEO, Mark Read. And in case we hadn't feasted enough on all this enlightening fodder, we finished the

weekend lining our stomachs with a midnight feast of treats cooked by fellow Streamers before getting our party on until the wee hours.

So, as you can probably tell, I'm a fan. What made it so special? Sure, it was nice to be in the autumn sunshine masticating on love, life and the universe. But it is the fascinating people with intriguing stories whom you are in the sunshine with that make it magic.

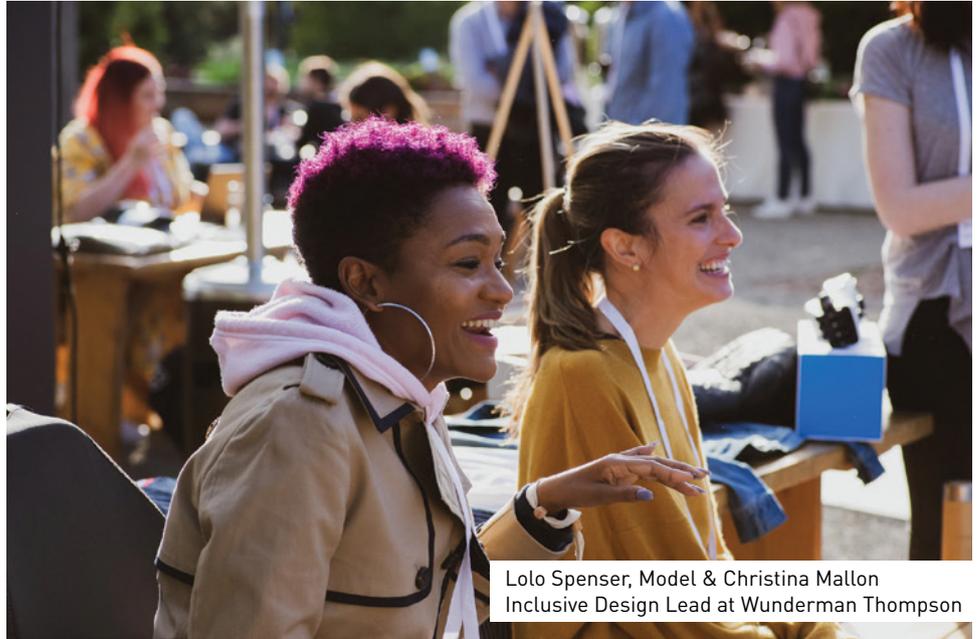
And it's how Stream manages to get everyone to leave their egos at the door, be open, embrace their best selves and not take themselves too seriously that is its ultimate win.

Somehow, despite being a well-oiled and professionally run event, it manages to feel like the least corporate, most off-guard environment, which allows its attendees to truly let go and connect with each other and the world around them.

All I can say is that whatever the magic formula, Stream's got it just about perfect. I couldn't have hoped for a more wonder-filled few days. And now I've just got to cross my fingers that my emerging "old-timer" invite's in the post for next year.

Lisa Gilbert, CMO IBM Japan in conversation with Sammy Payne  
Co-Founder, Open Bionics





Lolo Spenser, Model & Christina Mallon  
Inclusive Design Lead at Wunderman Thompson



Steve Stoute, Founder & CEO, Translation







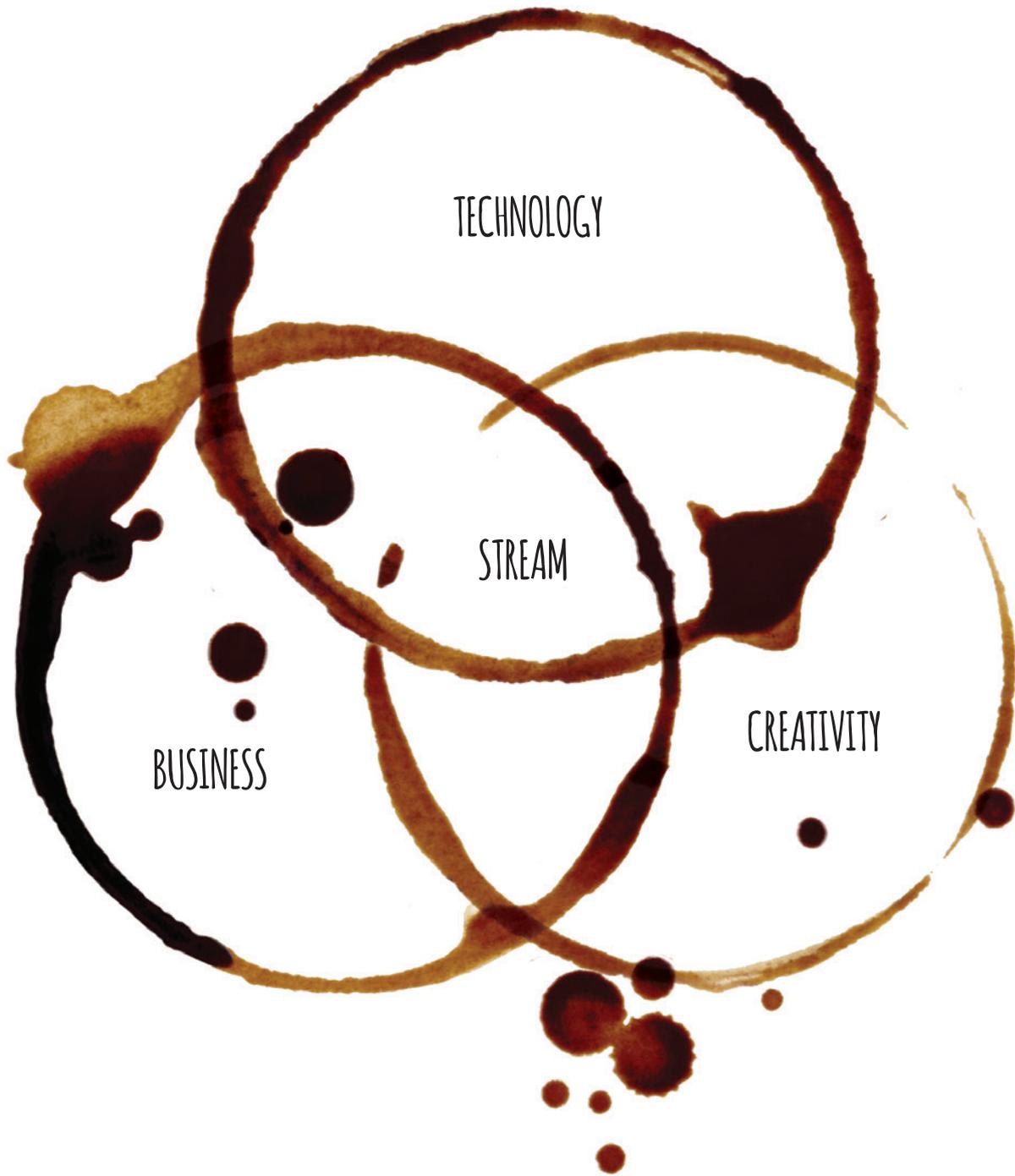
Kai D. Wright  
Partner, Ogilvy

"Each year, for the past three years, in the sunny valley of Ojai, 40-miles north of Los Angeles, global marketing leader WPP invites 300 thought-leaders, activists, and cultural taste-makers to a gathering where everyone is an influencer. It's not about one's title – everyone is VIP from the agency CEOs to the brand CMOs to the VCs to the professors in the room.

Except the room isn't a room, it's an extravagantly organized series of outdoor discussions, activities, and lightning talks in tents with the backdrop of the sun, moon, and stars. The "stream" becomes a metaphor for the melding of ideas into impact, knowledge into action, and activities into relationships. No attendee is more important than the other, and each a necessary puzzle piece in delivering a glimpse into the future.

Like the immersive theatre experience of Sleep No More, no two attendees have the same experience, which encourages constant sharing between guests of their highlights. The formula for a memorable and impact-driven experience: three equal parts of entertainment, participation, and education. We had deep, casual conversations about a spectrum of naturally flowing topics from race relations in America to business lessons from race car driving. We watched inspiring lightning talks from how Microsoft makes humans better off to the physics of fly-fishing. And we participated in over 50 audience-led discussions on the fanaticism of Fortnite to fake followers to fake news.

What's overheard at Stream creates ripples of inspiration and collaboration among attendees, manifest through future creative work, new products, and the creation of new business models and services."



TECHNOLOGY

STREAM

BUSINESS

CREATIVITY

# TODAY IT RAINED...

... "You know what it's like to be outside in the rain in Ojai, under a teepee? It's like being at summer camp. There's a feeling in the air, like your life could change, like you're living in the moment, like nothing else matters. You're pissed when your phone rings, when you get e-mail, you want to disconnect as opposed to being plugged in. And the truth is everybody's friendly and most have no idea who I am and there are five discussion slots a day, you go to whichever groups you want, they're organized by attendees, kinda like electives at the aforementioned summer camp. And you encounter certain people a number of times and create bonds. And your consciousness is heightened and your social network is increased with flesh and blood friends and the busier you are, and I haven't had a free moment all day, the more you engage, you realize technology is just a tool, that it's really just about us"

Bob Lefsetz, The Lefsetz Letters







Wayne Coyne, Frontman, The Flaming Lips in conversation with Nathan Martin, CEO, DeepLocal

"I wanted to pass along a message of thanks and deep kudos to Mark and his team for one of the most (if not most) impressive conferences I've attended. The quality of discourse was exceptional. Rare to experience a conference of business leaders across industry without a heavy transactional bent or awkward networking. The conversation I shared in was provocative, diverse in its perspective and respectful. And the luminary panels hyper relevant for the times"

Adar Zango, ICONIQ Capital

"An exhilarating burst of creativity"

Cal Austin, Pfizer

"Honestly, it was the most enjoyable, most inspirational and most engaging conference I've ever been too. I don't really even know how to describe it to people. I basically have said it's like attending a company internal conference where you're all part of the same company...no egos, everyone just wants to help and learn from each other...yet it wasn't a company conference and didn't feel commercially forced. I came away inspired, energised and genuinely feeling like I made new friendships. It truly lived up to the unconference label"

Neil Waller, Waller

"I absolutely loved it. I think STREAM is one of the differentiators for WPP"

Christopher Curtin, Visa

"I had such a wonderful time. The speakers and the delegates I had the opportunity to connect with have enriched my knowledge and vastly enhanced my professional network in North America"

James Davies, HSBC

"Truly a unique experience. I think 'inspiring' is the best word to describe it. I'd love to participate again in the future"

Andy Yeatman, Moonbug



Discussion Groups at Stream Ojai, 2019



"Stream overdelivered this year, as usual"

Louis Paskalis, Bank of America

"Creative, unrestricted, friendly, inspiring and challenging"

Dana Vogel, Novartis

"Knowledge camp for grown ups"

Peter Naylor, Hulu

"BY FAR the BEST and most AWESOME and INSPIRING conference I have ever been to. You got everything just right, so 10 out of 5!"

Michael von Stern, Rakuten

"You know it is a good "unconference" when you are home and still feeling inspired by the people you met and the conversations you were part of – thank you so much for a wonderful Stream! Ella – you and your team continue to impress and make it all look easy, which I know is very far from the truth – super impressive! Kudos with much admiration and appreciation"

Nadine Karp, L'Oreal

"Stream is unique, very inspiring and a phenomenal opportunity to engage. Each time, amazingly, you set the bar higher. Thanks for making us all feel so much part of the club"

James Rosenthal, Google

"Stream has a great soul and a content substance that is hard to find! It is insightful, inspiring, authentic, and a perfect place to meet new people and connect with the "WPP world"

Miha Mikek, Celtra





Justin Osofsky, COO, Instagram in conversation with Lindsay Pattison, Chief Client Officer, WPP

# IDEAS FROM STREAM USA



If Corporations Are People, Should They Get to Vote Too?

**Is Advertising Just a Tax on Bad Products?**

Media Content is not free. Who's paying?

**eSports The Fortnite Phenomenon. Why your kids are obsessed and you should be too.**

Cashless Society

**How do corporations create and change their identity?**

Designing and deploying new media to improve mental health at unprecedented levels and at a global scale

**Build Buy or Partner? How critically evaluating technology vendors will impact us today and in the future**

What is the meaning of addiction? (A behavior pattern, not a substance)

**AI Bias is an increasing threat to society & business – how do humans fix it?**

Is it humane to make humans do the work of machines?

**The Ethics of Convenience**

Mark Read, CEO, WPP; Edward Norton,  
Actor and Founder, EDO; Kevin Krim, CEO, EDO





Yossi Vardi, Co-Founder, Stream; Cillian Kieran, Founder, Ethyca; Adam Singolda, Founder and CEO of Taboola & Jon Steinberg, Founder, Cheddar



2007 was the year that our industry changed forever. Events that didn't seem connected then have converged today. Apple launched the iPhone. Google bought DoubleClick for \$3bn. Microsoft bought aQuantive for \$6.7bn. WPP bought 24/7 Real Media, the advertising technology company, for \$649m – a significant acquisition for us. And we launched Stream.

The initial concept of an "unconference" touched down in a two-Trident Club Med outside Athens. Strangely, I don't remember being nervous about it, despite inviting 200 people, including many of our clients, to an event with absolutely no agenda and where I had no idea what would happen.

Peter Cowie dressed up as a circus lion-tamer for the Extravaganza. Marissa Meyer was chased around her room by a moth the size of a small bird. A famous music industry executive flew in on his private jet, took one look at his hotel room, and left.

We also spent two days discussing and debating the future of our industry, with no hierarchy and no PowerPoint; launching new businesses and forming friendships.

Stream is now rolled out around the world, with events in Greece, South Africa, Brazil, India, Singapore and the US.

In many ways, Stream is a model for WPP – an inclusive, inspiring and collaborative event – where the best people come together to build the future.

Mark Read

CEO, WPP

Debra Nitta leads the Agency Team at Facebook Brazil



# WPP STREAM BRAZIL AND THE BAHIAN MOJO

When foreigners think about Brazil, the first idea that comes to their minds is Rio de Janeiro or Amazônia. Probably Carnival, Gisele Bündchen, Brazilian soccer teams or even players. Caipirinha, for sure. Maybe, for some, Bossa Nova, Samba and all the music. But in my perspective (I am a Brazilian from heart, body and soul), there is nothing better to represent Brazil than Bahia.

Bahia, the biggest state in the northeast area in the country, with around 15 million people living there today. More than thirty beaches surround Salvador, its capital. Much more churches are there since 1530: three hundred, seventy-two, to be precise. A place where the huge majority of people are black (more than 55% of the population) and where the slaves' work and contribution from centuries ago are present in the streets, food and culture until nowadays.

In Bahia, diversity and miscegenation are the rule, the state of mind, the reasons why for its authenticity and differentiation. Religions are raised together and express people's myths, beliefs and desires. Food is outstanding, made with love, care and a lot of strange ingredients that come from people's history and also faith. Music pulses inside everybody's veins and dancing is a powerful way to express the love for life (and a lot of hope, as well).

In this magic place, there are magic people: the Bahians. Blessed with beauty, openness, generosity, dancing soul and heart, music as their main language. It is easy to identify a Bahian: always with a huge and friendly smile, calling you by a nickname he will invent at the moment, inviting you to come, dance and be yourself.

WPP Stream Latam second edition happened last June immersed into this unique universe. There couldn't exist a better mix: an event that stands for innovation, diversity, "all people together" happening in a place known for its "mojo".

Being one of the sponsors, we brought to the stage seven strong stories from seven different Brazilian women — one of them, Bahian. Their stories were transformational ones. From creating new businesses with social impact to helping disable people and their families. One of the stories, with a brand perspective — Helmann's — on a key problem humanity faces today: food waste. It was a powerful way to touch hearts and souls, being inspired by 'real makers'.

**This was my first WPP Stream. And I must confess I was really surprised by the "unconference" format.**

**Maybe my corporative badge didn't let me feel, from the first beginning, that when in Bahia, everything must go differently. And it is a bless!**

Fingers crossed for the next one,  
Paula Puppi ;)  
In Bahia, with Bahians. For sure.

Discussion Group at Stream Brazil, 2019







**"Excellent"**

Riccardo Glaz, Reward

**"Amazing audience, topics and atmosphere"**

Vivien Barna, SAP

**"Inspiration for the soul"**

Osvalso Olureith, Open CV

**"An excellent use of time"**

Danielle Bibas, Avon

**"An inspiring interesting dynamic"**

Francesco Ciba, Coca-Cola

**"One of the most amazing events I've ever attended. Innovative. Collaborative. Participative"**

Marco Bebiano, Google

**"Wonderfully enriching"**

Ana Moises, LinkedIn











# IDEAS FROM STREAM BRAZIL



- Catching up on ketchup - Is social listening a source for brand insights?
- 2036: The Story that will be told
- DONT BE A MACHINE. HIRE ONE
- \$\$\$ DATA MINES \$\$\$: If Data is the new Oil, where should we place our drills?
- Music for Brazilian Animated Feature Films
- Media regulation - AI, Transparency and Privacy
- Corporate Innovation: how to separate theatre from real impact?
- Design for X = design for everything or design for excellence
- GDPR Compliance in Personal Data and the Ad Industry
- All companies are tech companies, or at least they should be
- What is eSports? Is it a Sport? Should I care?
- Stateless nation I A twelve million people cause
- Man x Tech? What do we need in marketing today?
- Advertising pitches - The new frontier of disruption
- From #GirlBoss to #LikeaBoss
- Martech landscape in latam - How can we do different than US?
- Finding phone life balance



Participants at Stream Kenya, 2019





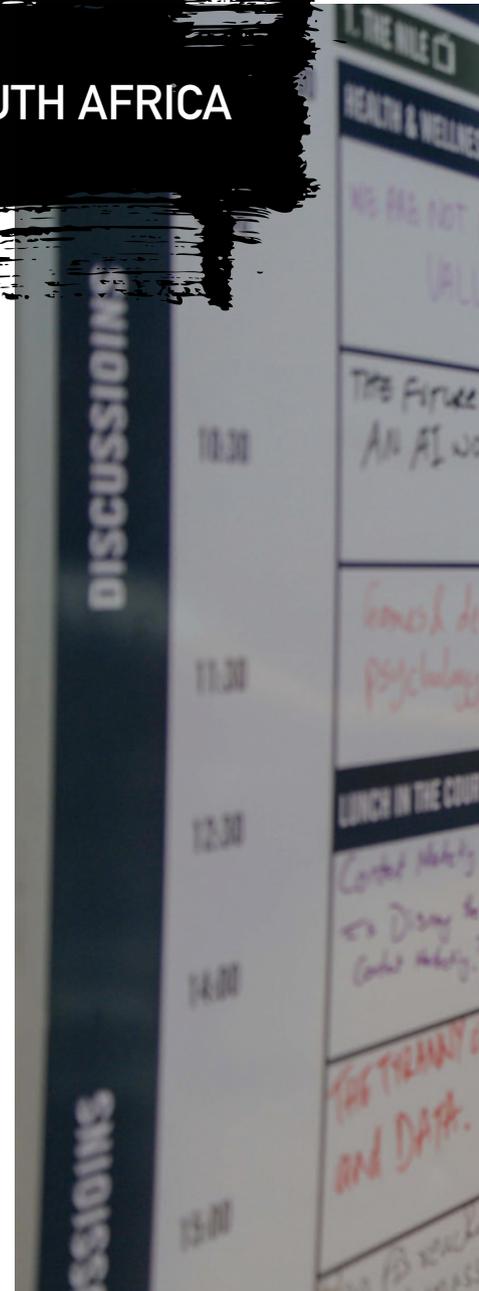






# IDEAS FROM STREAM SOUTH AFRICA

- Can we use sustainable small business development to solve the water crisis in South Africa?
- **The Green Generation: Do Millennials worry more, but do less?**
- Can I Tweet in private?
- **As leaders in the marketing and advertising industry, do we believe we are doing our part in sorting out some of the country's problems?**
- Making SA safe for our visitors
- **Are you afraid to have a conversation about big data?**
- Take me to your Leader! Who the #@\$& is really in charge?
- **Serious Games.... are agencies/clients taking them seriously?**
- The 6000 hour learning gap-why expanded learning matters
- **Identity management and Digital Resilience in a connected world**
- AI Reshaping Business Strategies
- **Restructuring the way we educate our ADD creative brains**









Dinner at Stream South Africa 2018



**"Stream is the new benchmark"**

Nicholas Duminy, SABMiller

**"Mindblowing. Stream disrupted many of my entrenched beliefs"**

Lida Sinclair, Discovery

**"Mind blowing interactive, knowledge exchange"**

Gordon Henry, ABInBev

**"It exceeded my (very high) expectations. Without a doubt the best (un)conference I've ever had the privilege of attending"**

Lizl van Zyl, BMW

**"The event just gets stronger and stronger and this year was no different. It is amazing what can be achieved by a small team of dedicated and passionate people"**

Will Green, Apurimac Africa

**"The most extraordinary event I have ever attended."**

**Unconference is the future. Informative and extremely engaging"**

Angel Myeni Katusya, Simba Corp

**"Meeting great minds in a context like this is incredibly satisfying. The format is amazing"**

Benjamin Schoderer, Yum (KFC)







**"Stretches the mind; feeds the soul"**

Joanne Bate, ABSA

**"Connecting with new people and peeps in the Agency world is important for Corporates & Agencies to understand each others' worlds and have a space for dialogue"**

Josephine Baliah-Coelho, Nedbank

**"Where have I been all along?? It was awesome.**

**Words can't rate how great it was"**

Nyiko Moyana, Old Mutual

**"An inspiring meeting of minds"**

Jacqui Greeff, Suntory

**"The exposure to such brilliant, diverse people is incredible! What an opportunity! I'm excited about the industry again. I'm thinking about different aspects of tech and inspired"**

Nicole Gundelfinger, Multichoice Africa

**"Best conference ever!"**

Philip Wahome, Multichoice Kenya



**NO  
TABOOS**

# How a Conference helped me be a better Human.

By Will Green, Apurimac Africa

Just to clarify, I am not a bot or a Russian fake news agent and I legitimately stand by the above statement with no intention of baiting your click. I promise to give you least one idea that is a fair value exchange for the 1 minute it will take you to read this article.

Any business executive worth her weight in salt will know the large investment it takes to attend a conference. This includes the time away from family and the work to catch up after the conference. The repeated pitches, the late nights entertaining and lack of sleep in overpriced hotels and uninspiring conference venues. The very thought of a conference can lead to an increase in personal anxiety.

I had the privilege to attend one of the most liberating conferences in the world. An unstructured 'un-conference' which is slowly becoming the rage and new normal for corporate conferences around the world. Having attended all four of the expertly organized WPP-curated Stream Africa conference held at the beautiful Spier Wine Estate in Stellenbosch, South Africa.

What was so special about this 'formula' is the freedom. The freedom to meet new and interesting people from across Africa and the World. The freedom to discuss and share new and crazy ideas like "How public blockchains will impact marketing in Africa or How you can network your brain."

The freedom to wear a skirt or shorts and serendipitously share a glass wine with a stranger... at brunch.

Like most tribes the quality of the whole is directly related to the quality of the individuals.

Stream attracts the continent's best shape-shifters, future-makers and story-tellers.

Marketing Maverick Seth Godin, says it best when he says that the future of marketing is with empathy to frame it as follows; "People like us, do things like this". Stream defined this definition perfectly for me.

My personal story from Stream starts back in December 2016, after being inspired by the people met and conversations had. I made a promise to myself and to my fellow Streamers. I promised that I would show a video from a new business that I would create at Stream 2017. A very loft and vague promise, but it is amazing what happens when you put these dreams out into the Universe. Six months later I encountered a problem that I could solve, I started a business around it.

Three months later we had piloted it with one of South Africa's leading and innovative life insurer. Another three months later we had shot and edited a film outlining the story. Another three months later and we had attracted four more clients.

What was more rewarding is that it was in an industry that I had never worked in before, and it was directly helping my fellow Africans that did not have the means to help themselves. In total we helped 100,000 people and helped them benefit by \$7.6 million. Our goal now is to expand from Financial Services into Healthcare.

In our lives we need to take a deep breathe and stand back. Draw the proverbial line in the sand and plough your energy into making your dreams a reality. Being away from your daily pressure allows you to decide what dreams you really want to turn into a reality.

The takeout from this year's Stream Africa conference was it was inspiring to see how many people were reflective on how to intersect their strengths with their purposes that were not challenged within a 'marketing or communication or brand' frame. Since I believe it is our duty as educated professionals to build a future for the next generation of business leaders.

Africa is such a young and vibrant continent with such amazing diversity. These diversities clash to provide both unique challenges and opportunities. It is these challenges that make me optimistic about her future.

A future that I am fully invested in for my family.

As the saying goes "If you want to live a billion lives, solve a billion person problem." In doing so you might even create a business 'Rhino' and not a 'Unicorn' that is valued at a billion dollars.

I am committed to collaborating with other likeminded optimists to convert these problems into opportunities for the benefit of the next billion Africans.

Join me [www.linkedin.com/in/willgreen](http://www.linkedin.com/in/willgreen)





**"Inspiring"**

Eric Jumbert, Colgate

**"Great (un)learning experience!"**

Tejas Apte, Hindustan Unilever

**"How every event must be"**

Vikram Ravi, Unmetric

**"The only business event I make time for"**

Chopra, CarWale

**"Stream Asia was like the proverbial Red Pill –  
it's an exciting journey & you need to explore how  
deep the rabbit hole goes"**

Siddharth Banerje, Vodafone









# IDEAS FROM STREAM JAIPUR

- The opportunity cost of financial illiteracy
- How personalization leads to homogeneity. Is engagement really that personal?
- Ratings for alcohol in India. The need of the hour!
- Can the Thanos Theory help decongest Indian roads?
- Scroll. WOW Buy. What will you say if you could talk to 2 billion people (at the same time)?
- Is Indian patriarchal system slowing-down the middle-class consumers?
- Is Indian SCI-FI ( or rather the lack of it) the unrealised goldmine for brands
- eCommerce in India is not as settled and smooth as it looks The evolution of the PR professional: The shifting skillset required of today's PR pros
- Can brand building survive in an era of hyper-informed consumers?
- China- India Relations: How will the two most populous countries on earth influence the future of the internet?
- Am I too old or simply too stupid to understand crypto and why this is such a big deal?
- Why are we having less sex in the 21st Century?
- Technology - It is not Disruption, but a Consolidation of Economic Power and there will be a social and political price to pay
- Are you ready to pay the psychological price of entrepreneurship?
- You have made it. Now what? Life after Success
- #DigitalFirstGovernment – For communication, participation and service delivery
- Big, Brazen, Fast Customer Acquisition? Possible through Big Data Sets - Do they truly exist?!
- How to inspire your millennial team?

\* Read more online at [wppstream.com](http://wppstream.com)





# THURSDAY

	1	2	3	4	5	6	7
<b>08:30 BREAKFAST, SPORTS &amp; WELLNESS</b>							
<b>DISCUSSIONS / WORKSHOPS</b>			MRIN STAGE EVENT				
09:30							
10:30			WHAT ARE WE MISSING? FEAR SCREEN - JETI BENNY	THE DARK NET AND SHADOW ECONOMY - RICHARD J. WATSON	AI, DATA & SECURITY @ LAND OF LIBERTY - CYBERNETIC SECURITY - EMMETT	WHAT IS AI? - JEFFREY	
11:30		CAN YOU SCHEDULE WITHOUT ACCESS TO API STORIES - KIRAN	REAL WORLD, REAL WORLD CONVERSATION - JEFFREY	THE FUTURE OF CARBOHYDRATE MILLS - MANJUL MITTAL			
<b>12:30 LUNCH</b>							
<b>DISCUSSIONS / WORKSHOPS</b>			MRIN STAGE EVENT				
14:00							
15:00		MEMORABLE SCENES FOR FILMS - JASPREET KAUR	ANALOGUE ACTIVITIES - JASPREET KAUR	SERVERS CONNECTIONS	LOAM - PRADEEP		
16:00		THE FUTURE OF THE WORKPLACE - KIRAN	THE FUTURE OF THE WORKPLACE - KIRAN	THE FUTURE OF THE WORKPLACE - KIRAN	THE FUTURE OF THE WORKPLACE - KIRAN		
17:00							
<b>DRINKS ON THE LAWN</b>							
<b>18:30 DINNER AT CITY PALACE</b>							



**"The best conference I ever attended"**

Alexei Schaller, HappyFresh

**"Where great minds connect"**

Roy Simangunsong, Twitter

**"A great experience"**

Ace Singh, comScore

**"incredible"**

Jason Tedjasukmana, Google





# 25

creativity

# hacks

Lucy Walker, Academy Award Nominee Filmmaker

- 
- 1.** Find techniques for shifting perspective. Think like someone else. What would your brother or school Principal or Barack Obama do?
  - 2.** Think like an object. When Einstein imagined riding along a light beam he came up with the theory of relativity!
  - 3.** Think with the muscles and skin and sinews of your body. Like you would if you were a surgeon or a dancer.
  - 4.** Use your senses. Imagine hearing the sound of Edvard Munch's famous image.
  - 5.** Put some distance between yourself and your work. Imagine solving your problem in 100 years' time.
  - 6.** Then try the opposite. Lose yourself in the thing you're studying, integrate "I" and "It". The fisheye lens was invented by someone who wanted to understand how fish saw the world.
  - 7.** Pay attention to what doesn't make sense. The greatest discoveries are often preceded by the thought, "That's strange...".
  - 8.** Recognise the importance of good problems. If you're stuck, maybe it's a different problem you need, not a solution to an existing problem.
  - 9.** People are literally more creative after performing a pulling action than a pushing one. Don't retreat. Go towards your problem with open arms.
  - 10.** Find ideas in Nature. The inventor of Velcro was inspired by the grasping properties of plant burs.
  - 11.** Trust your intuition. "The heart has its reasons that reason cannot know" (French philosopher and mathematician Blaise Pascal).
  - 12.** Simplify it! The words love, honor, truth, and duty are all representations of very complex ideas.
  - 13.** Be an ideas factory! Produce lots of ideas, then just throw out the bad ones.
  - 14.** Be attentive to seemingly mundane things. Picasso learned to draw by sketching pigeons' feet.
  - 15.** Analogise. Try to force a relationship between two dissimilar objects. In the 17th century, William Harvey compared the heart to a pump.
  - 16.** Be different. But not so different it's hard to be taken seriously.
  - 17.** Be sloppy. Make a mistake. See what happens.
  - 18.** Who'd have thought light could be both a particle and a wave? Bring new things together, create paradoxes.
  - 19.** Find your favorite place to go and let your mind wander.
  - 20.** Change the medium. What would a picture of your favorite song look like?
  - 21.** Pursue your bliss. Alexander Fleming noticed penicillin growing in his petri dish because he had the somewhat unusual hobby of making portraits out of bacteria, meaning he could instantly identify new types of mould just by their appearance.
  - 22.** Look for patterns. Sir Francis Bacon noticed that Africa and South America were similar shapes.
  - 23.** Welcome and nurture diversity in your home, school, workplace and community.
  - 24.** Resist premature closure. Don't let a good idea stop you having a great idea.
  - 25.** Be an explorer: go where there's no light, and look for the land on the other side of the known.



# IDEAS FROM STREAM INDONESIA



- Ad Verifications including Viewability is a passe topic now, so what are people talking about in measurements today?
- **God only needs to look once at your mobile to judge you!**
- Marketing. O2O, crowd sourced, shared economy
- **TV is dying! Agree?**
- What is the impact of digital media investment to your sales?
- **Why is marketing to kids responsibly important?**
- Bots. Bots Everywhere
- **We know all these about performance marketing but we ignore them anyway**
- Influencer Marketing: From Blogger, to Twitter-celeb, to YouTuber, to Instagrammer, to what-next?
- **2019 Presidential Election and Why It Matters to Millennials**
- Data theft and Privacy Leaks - Are advertisers just as guilty as the platforms and publishers?
- **Is Blockchain the largest threat to Gig-economy players or their largest opportunity?**
- How does data continue to impact marketing and advertising?
- **Will machines create and manage advertising for a brand some day?**
- When speaking is cooler than touch
- **OUR INDUSTRY IS DYING! How to fix it?**







"Stream was an extraordinary and special event and I don't say either of those things lightly. From the next generation younger speakers who were so talented and inspiring... to realizing a personal bucket list moment listening to Steven Pinker speak - it was a highlight for me of Cannes generally"

Paula MacKenzie, MD, KFC UK & Ireland







Ana Ivanovic, Former Professional Tennis Player  
at the Stream Island 2018

**"Provocative, targeted, creative, curated, curious"**

David Remnick, The New Yorker

**"Stream deserves the excellent reputation it has"**

Duncan Painter, Ascential

**"Thank you and WPP for the invite. [It was] concrete, actionable, opening my eyes to innovation. It was really great!! I will surely pencil the US date. I wish it would be open to more people in my organization. Love. It"**

Giusy Buonfantino, CMO, Kimberley-Clark

**"The bomb digity... well done as always!"**

Christian Juhl, Group M

**"I'm always amazed how much great connections you make at the event and how much you get out of the presentation as well as what reflections you take away.."**

Sophie Dufouleur, Dyson

# What WPP learned from Stream this year

David Sable, WPP

Stream is different type of gathering created by WPP—full disclosure: my work home—where an eclectic group of leaders and rising stars of all types: art, music, technology, science, communications, movies, and sports (to name but a few) debate and inspire what happens next.

The aim is to be as provocative as possible; to break the walls of the echo chamber; to encourage the synapse leaps that lead to eureka moments; to unclog our minds. To free our souls.

While the Cannes Lions International Festival of Creativity roared on the mainland, Stream diverted to the quiet of an island where you entered "the Stream"—no longer was it rushing towards you...you were wading in it...surrounded by it...and together, with your fellow participants, you let yourself be carried to places unknown. Places where you were free to think, question, and ponder, so that when you emerged from the stream, you did so as a more free-thinking person, open to...well to whatever.

We talked about the dynamics of the ad business (rather timely), where Facebook is going, how to recruit talent, effective news reporting, customer satisfaction, educating refugees, creativity born from sports, and new media coping with old problems and sensationalist journalism.

While you listened and thought, you built and created your own mind links. As discussions developed and debates ensued, topics converged and new ones emerged in eureka flashes that might otherwise have been drowned out by the inundation of info that most conferences posit—conferences where a POV of consensus is too often the goal.

Those of us who "stream" try to keep our toes in the water, every day, as a reminder to slow it down, to question, to listen, and most importantly, to understand that none of us have all or even most of the answers. Enlightenment comes with openness to all. Excuse me as I wade back in...





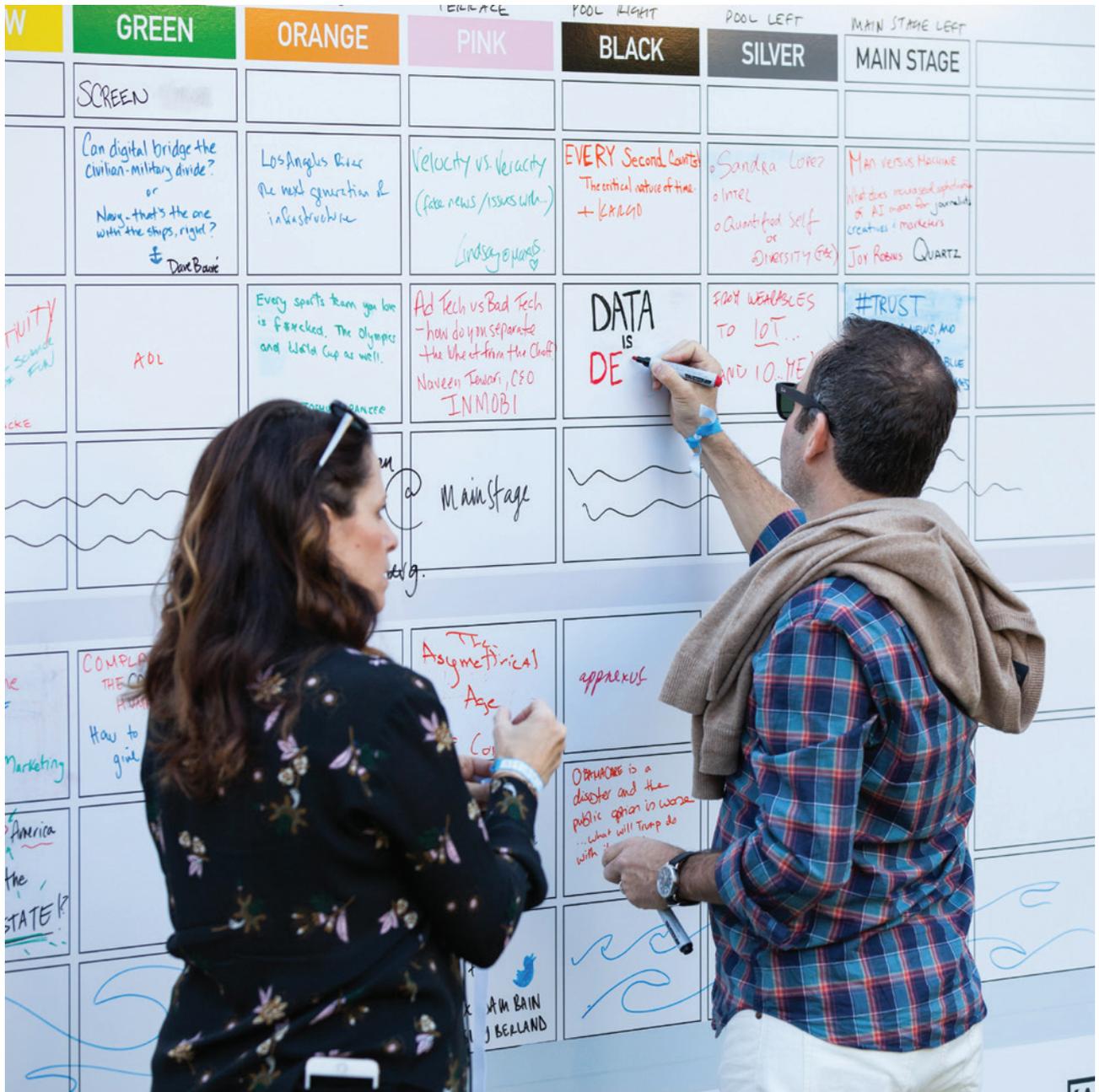
ADP  
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### LAP TIMES

ENZO BONITO	1:32:510
LANDO NORRIS	1:32:519
KONRAD FELDMAN	1:36:509
ENRIQUE ARCEO	1:38:831
RICHARD GLASSON	1:40.036
KIRK McDonald	1:41:291
ALEX LEPAGE	1:47:799
DAVID SABLE	1:51:560







W GREEN ORANGE PINK POOL RIGHT POOL LEFT MAIN STAGE LEFT MAIN STAGE

SCREEN

Can digital bridge the civilian-military divide?  
or  
Navy - that's the one with the ships, right?  
⚓ Dave Bane

Los Angeles River  
the next generation of infrastructure

Velocity vs. Veracity  
(fake news / issues with...)  
Lindsay Jones

EVERY Second Counts  
The critical nature of time  
+ KRAGD

Sandra Lopez  
o Intel  
o Quantified Self  
or  
DIVERSITY (Etc)

MAN VERSUS MACHINE  
What does managed automation  
or AI mean for journalists  
creatives + marketers  
Joy Robins QUARTZ

TRUTH  
ADL

ADL

Every sports team you love  
is favored. The Olympics  
and World Cup as well.

Ad Tech vs Bad Tech  
- how do you separate  
the wheat from the chaff  
Navreen Towari, CEO  
INMOBI

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SIX WEAKNESSES  
TO IoT...  
AND IoT...

#TRUST  
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Main Stage

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**"Another fabulous Stream. Where else do you get a rocket man, ex-Prime Minister and the commissioner of Love Island on the same agenda. In all seriousness, it was another inspirational, educational and productive few days and we appreciate being part of it"**

Jacqueline O'Sullivan, Oath





**"Thank you! The best conference experience I've had in a very long time!"**

Gerhard Louw, Deutsche Telekom

**"I really can't thank you enough for a fantastic few days at Stream. I felt an immense pride to be a part of the business as I witnessed what a spectacle it can produce. (As a result, Mark's message on Stream standing for what WPP as a holding co will aspire to represent really resonated). I couldn't have wished for a better start to my new role; from ideas those more experienced were willing to share, a fantastic group eager to meet and discuss the possibilities, and loads of inspiration/energy"**

Alastair Ferrans, Wavemaker

**"Inspiring"**

Katja Petry, Dumont Group

**"Extremely insightful and thought provoking"**

Andy Parnis, Finsbury

**"Mind expanding awesome event, you move the needle"**

Nicholas Rouse, SAP

**"Inspirational, collaborational, fun, professional and relevant"**

Lili Ermezei, Mirum



Steven Pinker, Author on the Stream Island 2019



Participants at Stream Kenya 2019

The House Band, Stream USA 2019



POWERPOINT



KARAOKE





**"What a fantastic weekend - thank you so much for the invite and opportunity to attend. Felt very welcome and made the most of such a well-engineered guest list/schedule – left with loads of ideas, potential partnerships and connections"**

Jonny Kanagasooriam, BBC

**"Awesome, inspiring, fun and thought provoking"**

Alain Groenendale, Grey

**"Best ever conference I ever had! Excellent networking"**

Monika Szkva, Nestle

**"1. THANK YOU .... I had high hopes for Stream but these were surpassed by the last 2 days .... A truly terrific event, fantastic concept, and I leave having been provoked, disrupted and immersed. 2. WELL DONE ... the event felt flexible but well structured, everything about it was adult to adult (different to most conferences), and oh how slick you guys are in the delivery. Kudos. Real kudos. I had a chance to speak to Mark Read and told him the same. We also have a follow up which is good. 3. RETURN ... I don't know how it works but I want to come back next year"**

Paul Szumilewicz, HSBC

**"Authentic, enlightening, inspiring and fun!"**

Tim Corden, Here Technologies



"I have been to countless film festivals, conferences, workshops, art fairs and summits over the years in many countries, and I have to say what you have built and curated is very special. The vibe, mix of people and general philosophy and environment made for some real break throughs and light bulb moments for me personally. Would love to come back if you'll have me"

Ravi Amaratunga Hitchcock, We are Pi







# IDEAS FROM STREAM EUROPE



- Reducing economic complexity
- **Mental Health at work** - are you doing enough for your team?
- The in-house agency model: Myth or reality? Discuss! Why the hell do only Men ask me for jobs on LinkedIn?
- What role is there for British brands in promoting a positive outlook for Britain?
- Unshackled by the blockchain - but what's in it for us?
- Why Is House Building So Rubbish (and what can we do about it)?
- Enter the Cult of Extreme Productivity GDPR has done precisely nothing....debate!
- **Funny stories that actually took place. Option B: The secret benefits of boredom**
- Mini Masterclass UX Design Do we need more lazy people to drive innovation? What happens in the future when everyone admits that they are a little bit gay?
- **Butcher, Baker, Candlestick Maker: How do you value specialisation in today's marketing universe? Could government ever be as easy to use as Uber?**
- So....why don't I trust you?
- **REMIXING CULTURE: Hyper-Personalisation vs A Sense of Belonging. Can you have both?**
- Women + Sports — Are We Not Entertained?
- You don't know what's in your video
- What's next after the money can't buy experiences era?
- **Green- and Woke-washing**
- Demystifying machine learning (by showing code!) to (concretely) understand how it can solve marketing problems
- **How Can We Stop The Client: Agency Relationship From Sucking?**
- Is Every CEO now a Politician?
- Can we dress with intention, look good and still save the planet?





**NO**

**PRESSURE**

**NO**

**DIAMONDS**





**"A catalyst for disruptive thought leadership"**

Francisco Larrieu, P&G

**"Incredible - I loved the format"**

Katie Palliser, Amazon

**"I wasn't sure what to expect and I was blown away by the content  
and the calibre of people there"**

Julie Thibault, Chanel

# EI AM COMMERCE







# IDEAS FROM WPP COMMERCE

- How Creepy is .too Creepy? A Research Study On Living Commerce
- **The DTC brands are coming! The DTC brands are coming!**
- BS Free D2C
- **The Science of WOW: Winning at Walmart**
- Marketing to The "Green" Target Guest: How Refined Audience Selection & Measurement Changed Our Marketing Approach
- **Surfing the retail media Riptide**
- Era of E-Commerce: Tapping Today's Discovery Platforms for Better Business Results
- **Developing People and Partnerships for the New Age of Commerce**
- Beyond Best Practices: Separating leaders from followers on Amazon
- **You're measuring it all wrong – Start measuring Outcomes**
- It's Alive! Humanizing Your Brand with AI
- **Influencer ABCs: Actionable Analytics for Brands and Commerce**
- Are Brands Undervaluing Minority Consumer Spending Power
- **Four trends every CMO needs to know for retail in 2019**
- Accelerating commerce through visual discovery
- **The New Chinese Revolution: How China Is Reshaping Retail**



Participants at WPP Commerce, 2019

Discussion Groups on the beach, at WPP Commerce





# Stream SXSW 2019



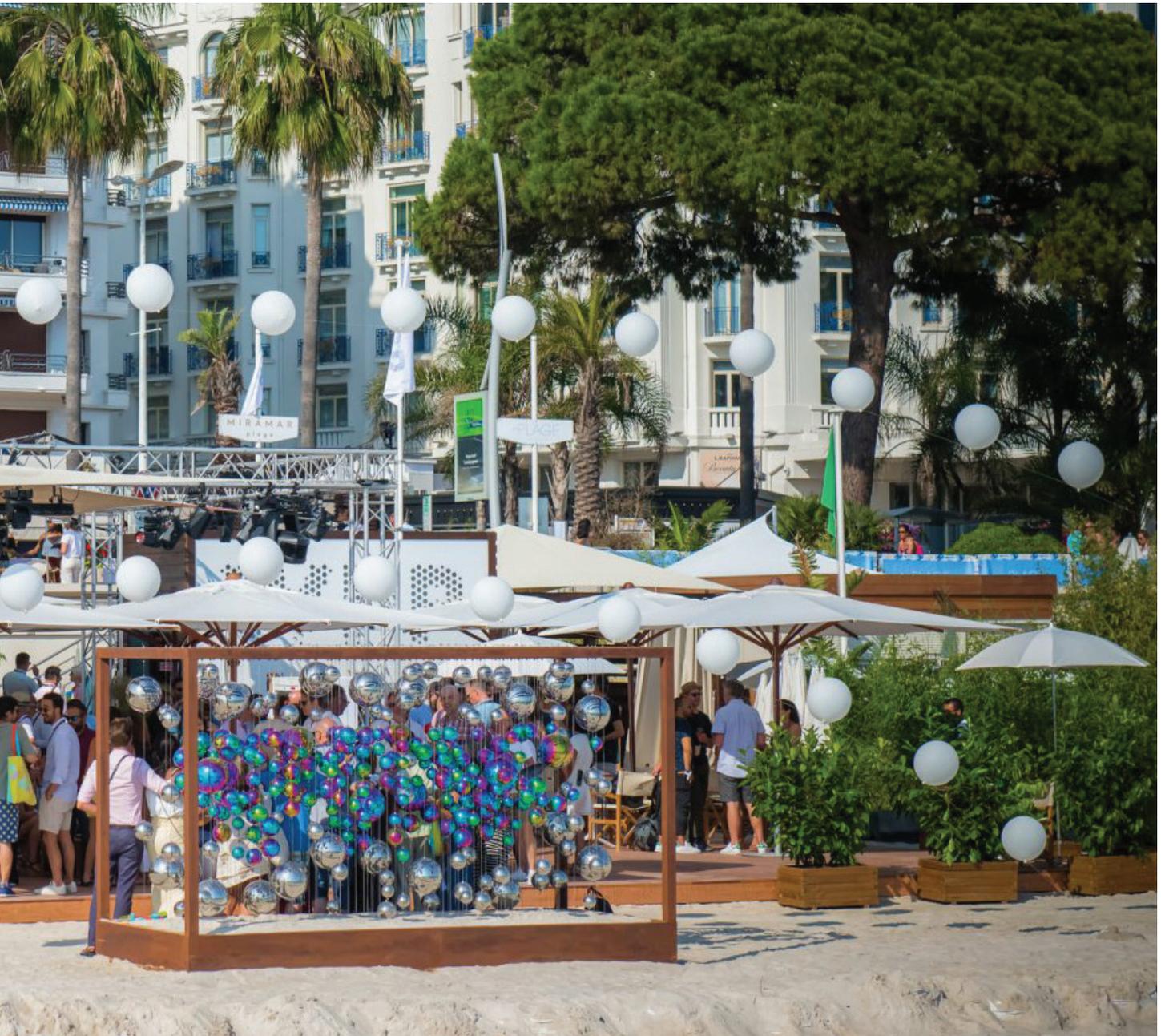




# THE WPP BEACH



The WPP Beach at The Cannes Lions Festival of Creativity, 2019





I'm a great believer in strong agency brands. I also believe we need a strong WPP brand to complement and support them.

That's why, for the first time, we decided to have a physical presence at the Cannes Lions Festival of Creativity – in the form of the WPP Beach. The idea was to demonstrate how much we value creativity and creative people, to provide a platform for our agencies and the work they do for our clients, and to present an open, confident, forward-looking WPP to the industry in which we play such a major part.

During the week we introduced our Cannes Can: Diversity Collective scholars at an event with Gayle King from CBS. We hosted talks with, among many others, Unilever CEO Alan Jope, Facebook's Sheryl Sandberg, Snap founder Evan Spiegel, Reddit CEO Steve Huffman, MediaLink's Michael Kassan, Kathleen Hall from Microsoft and Fox's Lachlan Murdoch. We put on a fashion showcase with Tommy Adaptive, and had the Wendy's twitter account (with a former stand-up comedian and now VMLY&R creative at the keyboard) slap down audience questions in the Palais des Festivals.

We launched our single-use plastics initiative, and an unprecedented collaboration with agencies, media companies and platforms – the Global Alliance for Responsible Media – to address the problem of harmful content online. And we unveiled a new partnership – Project Listen – with iHeartMedia to help our clients capture the full value of the booming audio sector.

By coming together as one company at Cannes we showed WPP for what it is: a powerhouse of creative talent and multi-discipline expertise. I'm sure this collective strength will drive further success in pitches, following our recent Instagram and L'Oréal wins.

Finally – the WPP Beach was home to what Campaign called a "stunning installation" based on the new WPP logo. Colourful, multi-faceted and constantly in motion, the eight foot-high sculpture was also built to withstand winds of up to 100mph. As a metaphor for our company, that's hard to beat.

Mark





**"A first class, frictionless experience"**

**Brian Vella, Managing Partner, AKQA**

**"A a stand-out WPP Cannes presence this year. I thought the Beach was fantastic. So did my clients - who were, I discovered, sometimes there without me as they used it as a base and to very good effect. The talks we attended were great. The catering etc was a welcome refreshment. Nice beach balls too. Thanks for making it so brilliant"**

**Joseph Petyan, WPP**

**"Your Beach was fantastic and the WPP sculpture on the beach was beyond stunning!"**

**Katherine Eills, Microsoft.**



The WPP Friends and Family  
Get-Together at The WPP Beach, 2019



"I loved loved loved seeing WPP have such a big bold presence. Brilliant"

Kelley Drake, Xaxis

"A great session and a huge relationship builder between our companies"

Sean Mullins, Salesforce

"The Beach was magnificent"

Jim Prior, Superunion

"The WPP beach transformed the effectiveness of the week"

Richard Glasson, Hogarth

"10/10 for the beach! Everything was brilliant - and it sends a clear, cohesive, 'extraordinary' message to the industry"

James Rosenthal, Google

"It was like spending time with family being on the Beach this week. WPP is back!!"

Alicia Carey, Microsoft





Stephan Pretorius, CTO, WPP  
at Stream Africa, 2019







# REBOOT CAMP – A STREAM ODYSSEY

**Bart Michels, CEO, Kantar Consulting.**

## BOOM.

Within 1 hour of arriving, and about 30mins into the official welcome of Stream it was evident this was something other-worldly. I'd seen our impossibly, brilliantly energetic host of Stream inadvertently let off a large confetti cannon she was holding, and not skip a beat. Another singer-turned-host had dropped the C-bomb and very clearly got away with it. And the incredibly engaging and smart A-grade lawyer-turned-entrepreneur sitting next to me had just informed me that although we both went to the same university, I had graduated before she was born. As a not-so-old, not-so-young 49 year old this felt destabilising in a very good way. It was clear this was now a social powder keg. A place chock-full of sparkling precocious talent, uncommon thinking and deep business and life experience. A pretty powerful and intellectually combustible combination. This was not going to be a usual corporate gathering.

It was billed as an 'unconference.' I'd heard of Stream when it was first born. As a 'senior leader' in brand consulting in Kantar — currently part of WPP — it was exciting and different. I'd nominated many a young, free thinker from my team to go and represent us, and themselves, and bring to the event, (and bring back to the team), ideas and a fresh look at the world.

People who went, couldn't describe what it was like. They came back elated, exhausted, mentally refreshed and slightly physically ruined.

I invited a few clients, and described to them what we would be doing, who would be there, who would be speaking. I played up the brilliant brains and free format, and played down the accommodation. Stream has now clearly got a brand of its own — clients and agencies alike have heard of it and respect it from afar.

One of my clients, clearly future CEO potential and in a major corporate organisation, asked her line manager if she could go from my invitation. She described the agenda, the set-up, the melting pot of 350+ entrepreneurs, agency leaders, thought leaders, creative artists and clients. An inspired boss, he let her go and take part in what he described as 'Crayola Davos.'

Actually that was really very good, and funny. A job in the copywriting department awaits...

## High Octane, Low Ego.

We were bussed in from Athens airport. Let's not beat about the bush — Stream is set in a very straightforward mass catered holiday resort in a place called Marathon. In 490 B.C., the Athenian army defeated the invading Persian army in Marathon, located roughly 26 miles north of Athens. According to legend, the Athenians then ordered the messenger Pheidippides to run ahead to Athens and announce the victory to the city. Pheidippides raced back to Athens in the summer heat. Upon reaching the Athenian agora, he exclaimed "Nike!" ("Victory!") or "Rejoice! We Conquer" and then collapsed dead from exhaustion. This was to be an intellectual and social Marathon, and I hoped I would not drop dead at the end.

On arrival, two days were carved into about 50 potential discussion sessions — proposed by the attendees and hosted by one of those present. Topics were freely suggested, given time slots — and so in front of my very eyes a two day conference agenda was born. What's great about this is that topics are born of passion and expertise. They are by definition 'on trend and current.' They are also eclectic. From 'how will we save the planet from the plastic crisis?', to workshops on how to build your own app, through to a debate on whether AI will kill EQ and creativity. Each day topped and tailed with Health and Wellness activity, and a huge 'family dinner' and punctuated with luminary presentations including Mark Read, the WPP CEO, the makers of Love Island, a prodigy tech-puppeteer, and the ex-Greek Prime Minister.





## Big and Rich.

So what was MY Stream experience like? I tried to do a little bit of literally everything...I took part in the brilliant Aids testing campaign pitch ideas for Kenya for the Elton John Aids Foundation (my team was robbed in final pitches), and split my many discussion sessions to mix left and right brain and more management and tech / industry business content and topics. We learnt about 3D body scanning and the impact on fashion retail, debated the impact of AI on EQ, and AI on Creativity and the creative industry as a whole. We talked about mental health and the responsibility of us as leaders to keep an eye on it and nurturing it in the workplace and a truly explosive discussion on gender equality and our responsibility in making it more visible and genuinely better for future generations, from now.

## So what did I actually learn?

1. A brilliantly framed question is often the difference between an interesting discussion and a mobilising idea or insight.

- Some of the topics were fun, some were really interesting. Few were really well framed to start to solve real issues in a meaningful way. 'Will AI kill creativity?' may not be as interesting as how do we use AI to power creativity and build the new agency model of the future?

2. Truly diverse minds create better discussions and clearer insights.

- When a group had truly different opinions and inputs the discussion was richer and ideas more surprising. And within this, conversations with some Jeopardy — by which I mean a vested and experienced side in all sides of the discussion — had better outcomes, IF, and this is a big IF the discussion could be held constructively and in a forward looking way. Some debates got too emotional and others admired the problem.

3. Even in a truly digital world, analogue humanity has an enduring potency..

- The app was great, but nothing beat the live debate and building of thoughts and ideas in real time with real people.

4. Hanging out and working intensively together builds relationships faster than anything.

- Our pitch team bonded in minutes. And took roles and had a lot of fun and fresh ideas. We will stay in touch.

5. When egos and hierarchies are put aside, magic can happen.

- Some of the best thinking and discussion came from mixing openly experience with borderless ill formed, new ideas, entrepreneurialism and corporate rigour.

6. Corporates and Entrepreneurs really need each other but really don't trust each other.

- My session that I ran with Rachel Eyre, Head of Future Brands for Sainsburys was very enlightening. A bit like a marriage guidance counselling for innovation growth, it was clear that so much can happen, if both listen, trust and are totally transparent with each other. Amen.

Above all, stimulating time and space out of the madness is such a precious and important commodity. It feels like a real luxury, but it is now a necessity. We have no room in our mental diaries for intelligent serendipity. For ideas, for mental health, for sustainable energy, for relationship building, for problem solving.

But Stream is not a Spa. It's a reboot. And just like we need a reboot personally and professionally, what felt interesting about Stream in this inflection point for WPP with a new CEO, maybe Stream could reboot too — inspired by its new leader, the co-founder of Stream itself.

Stream is such a powerful brand, experience and idea and was way ahead of its time at launch. I wonder if Stream is not just an unconference event or moment in time, it should be more of a genuine movement. It could be much more of how we think, live and work as marketers, creative thinkers and business leaders and change agents day to day in this new world. How can we make the Stream philosophy how we do business so more people can experience it? Hopefully if we do this, we won't ask the question of what the future agency model is anymore, because we'd be living it already.

It's an inspiring thought, and a very good time to think about it. I met some truly provocative, interesting and inspiring people and reset my own perspective. And had great fun in the process.

Long live Stream, long live the Reboot.  
Let's make it Main Stream.



**"You take off your magic Stream Lanyard,  
and Clark Kent back into the general populace..."**

Alex Hawksworth, GroupM



# THE TEAM

Get in touch,  
stream@wpp.com

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## FOUNDERS



**Mark Read**  
CEO, WPP



**Yossi Vardi**  
Chairman,  
International Technologies

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## STREAM GLOBAL



**Ella Kieran**  
Director of Stream  
Global Director of Events

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## STREAM GLOBAL



**Kemi Green**  
Director of Operations



**Lizzy Dale**  
Commercial Director



**Alice Lan**  
Team Assistant



**Brooke Hovey**  
Stream SXSW Host  
Chief Growth Officer at BCW  
Global



**Gergely Batory**  
Stream Technical Project  
Manager



**Michele Fournier**  
Director of WPP Commerce  
Global Director of Events,  
Geometry



**Beth Ann Kaminkow**  
Host of WPP Commerce  
Global CEO, Geometry Global



**Diana Mayze**  
Stream CTO

STREAM LOCAL



**David Smollan**  
Stream South Africa host  
CEO, Smollan



**Federico de Nardis**  
Stream South Africa host  
CEO, GroupM Sub-Saharan Africa



**Haydn Townsend**  
Stream South Africa host  
Group CEO, Wunderman  
Thompson SA



**Tamarrah Achari**  
Director of Stream South Africa  
Group Technology Business Partner,  
GroupM Sub-Saharan Africa



**Ranjana Singh**  
Stream Indonesia Host  
Chairperson Indonesia Vietnam,  
WPP



**Vidya Candra**  
Director of Stream Indonesia  
Digital Partner at Mindshare



**CVL Srinivas**  
Stream Jaipur Host  
Country Manager, India



**Apoorva Bapna**  
Director of Stream Jaipur  
Lead Talent Partner, GroupM  
South Asia



**Stefano Zunino**  
Stream Brazil Host  
Country Manager, Brazil



**Paula Puppi**  
Director of Stream Brazil  
Head of Digital Transformation,  
WPP Brazil



**Bharat Thakrar**  
Stream Kenya Host  
CEO, WPP Scangroup



**Serah Katusia**  
Director of Stream Kenya  
MD Mediacom Kenya

# MEDIA & TECH EVENTS OF NOTE

6-9 Jan - The WPP Terrace, CES 2020

7-10 Jan - CES 2020, Las Vegas

12-14 Jan - NRF 2020, New York

18-20 Jan - DLD, Munich

21-24 Jan - World Economic Forum Annual Meeting Davos, Davos 2020

28-29 Jan - AdExchanger's Industry Preview, New York

24-27 Feb - MWC, Barcelona, Spain

6-7 Feb - Stream Jaipur, India

24-26 Feb - WPP Commerce USA, Miami

8-11 Mar - Dubai Lynx, Dubai

16-19 Mar - Ad Week Europe, London

13-22 Mar - SXSW, Austin, USA

22-25 March - ShopTalk, Las Vegas

29 Mar-2 April - Adobe Summit - USA, Las Vegas

5-8 April - Google Cloud Next, San Francisco

20-24 Apr - TED 2020, Vancouver

15-17 Apr - Stream Indonesia, Yogyakarta

27-30 Apr - ANA Financial Management Conference, Orlando

2-6 May - Milken Conference, New York

13-14 May - Adobe Summit - UK, London

19-21 May - DA&D Awards, London

TBC - May - Google Zietgeist, London

26-28 May - Code Conference, California

7-11 June - Detroit Motor Show, Detroit

8-12 June - London Tech Week, London

9-11 June - Founders Forum, London

17-20 June - VidCon, Los Angeles

22-25 June - Collision, Toronto

22-26 June - Cannes Lions 2020, Cannes

22-26 June - WPP Beach, Cannes

23 June - Stream Island, Cannes

24 June-3 July - Aspen Ideas Festival, Colorado

25 June - The Europas, London

TBC - June - Sun Valley, Idaho

TBC - June - Nudgestock 2020

TBC - July - ColorComm, Miami

TBC - July 2020 - Google Camp, Sicily

25 September - Stream Kenya, Nairobi

25-27 Sept - Spikes Asia, Singapore

21-24 Oct - Stream Europe, Athens

30 Oct - WIRED Smarter, London

TBC - Oct - WPP Commerce India, Mumbai

9-12 November - Dreamforce, San Francisco

25-27 Nov - Stream South Africa

TBC Dec - Business Insider Ignition, New York London

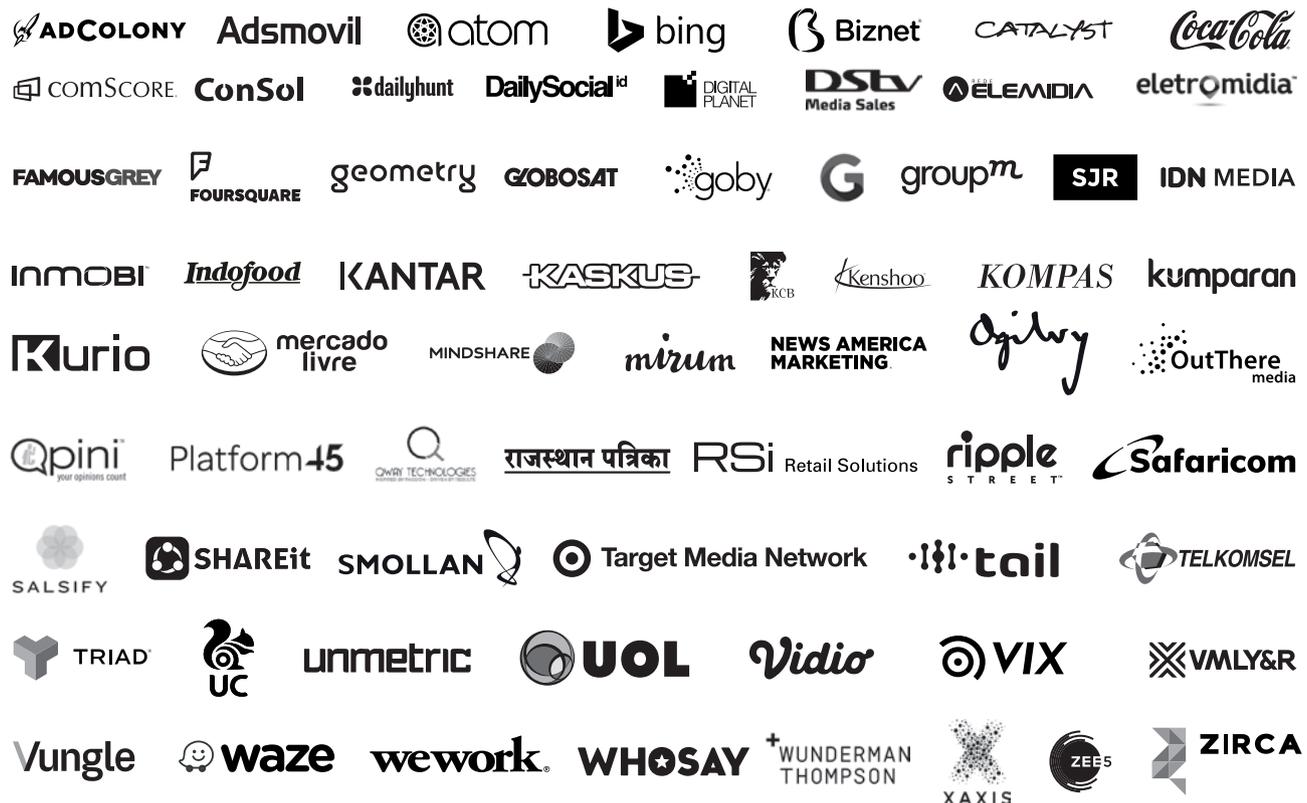
Q4 - Stream USA, Ojai

# OUR PARTNERS

## GLOBAL



## LOCAL



\* To find out more about becoming a Stream partner, get in touch with Lizzy Dale, [lizzy.dale@wpp.com](mailto:lizzy.dale@wpp.com)

WPP