

R/ADWEEK/2019

NOVEMBER

EVOLUTION IN ADVERTISING

11 MONDAY

8-9:30 AM YOGA 4 A GOOD HOOD

Join Imani Olear, Founder & Executive Director, as we kick off the week by reflecting on how we can be a more mindful and inclusive ad community.



ROCHESTER
ADVERTISING
FEDERATION

DETAILS AND TICKETS AT
RAFCONNECT.ORG/RADWEEK2019

12 TUESDAY

12-1:30 PM L&L W/ JAY MARKETING & COMMUNICATIONS

Beyond the Jingle

Examine the impact and evolution of music in advertising.

5:30-8 PM 40 MINUTES & 2 BEERS

Norma Holland and Jonathan Schoeck from Digital Hyve

Changing expectations about what a company can do for a brand.

13 WEDNESDAY

12-1:30 PM L&L W/ HELEN & GERTRUDE

No One Cares About Likes and Shares

How to measure, analyze, and evolve your paid social media metrics.

6:00-9 PM MAGIC SPELL STUDIOS

New tech. New facility. New standard.

Celebrate RIT's new facilities with a night of tips, tricks and inspiration.

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14 THURSDAY

12-1:30 PM L&L W/ TRUTH COLLECTIVE

DEVOLUTION: Indoor Recess

Reconnect with your inner child and realize the benefits of play at work.

6-9 PM KEYNOTE

Carly Potock from Google: Attention is Everything

Win the attention of your audiences through creative, data and gut.

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15 FRIDAY

8-9:30 AM BREAKFAST PANEL

Talent Evolution: Going Beyond the Book

Our panel talks paths to success and how agencies can find talent anywhere.

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PARTNERS + NAPIER

4:30-6:30 PM R/ADWEEK HAPPY HOUR

The Firehouse Saloon

Tips will support Yoga 4 a Good Hood.