



THE DETAILS

WHEN?

June 15, 2016
08.30 – 10.30

WHERE?

7 rue Scribe
75009 Paris

THE FEEDBACK

“The WMG conferences are indubitably insightful, and I always have material to share post event, it might be new processes for my team, or great campaign ideas, or strategy advice.”

“The speakers were PHENOMENAL; I really could not fault it. I felt truly motivated and utterly inspired to be “curious” and work hard.”

INTERNATIONAL COMMS PLANNING BREAKFAST BRIEFING

HOW MILLENNIALS CONSUME NEWS

Denise Turner, Insight Director, Newsworks

HOW TO CREATE AWARD WINNING CONTENT-PANEL

MODERATOR

Alex Brownsell, Editor, M&M Global

Béatrice Imbert-Forgeot, Deputy Managing Director, Optimedia Paris

Michael Mazzoni, Head of Strategic Marketing, BNP Paribas

Mary McFarland, Global Business Director, Ogilvy & Mather

The
INTERNATIONALS
Association pour la promotion de la presse internationale



The Washington Post

THE WALL STREET JOURNAL

TIME

QUARTZ
qz.com

The New York Times

NATIONAL
GEOGRAPHIC

IBT MEDIA
INTERNATIONAL BUSINESS TIMES

FORTUNE

Forbes

The
Economist

Bloomberg
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