

# THE WORLD MEDIA GROUP

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*The Atlantic*

**Bloomberg  
Media Group**

**BUSINESS  
INSIDER**

The  
Economist

**Forbes**

**FORTUNE**

 NATIONAL  
GEOGRAPHIC

*The New York Times*

 REUTERS®

**TIME**

THE WALL STREET JOURNAL

*The Washington Post*

ASSOCIATE MEMBERS

MOAT

 Smartology™

Smithsonian  
MEDIA 

# ABOUT US

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The World Media Group is an alliance of leading international media organisations that connects brands with highly engaged, influential audiences in the context of trusted and renowned journalism.

# WHAT WE DO



Create a platform to promote the values of trusted & renowned journalism



Celebrate and promote excellence in international advertising



Share best practices for the benefit of members and media professionals



Develop initiatives to improve the measurement and understanding of influential, international audiences



## COMPREHENSIVE EVENTS PROGRAMME

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Throughout the year, WMG provides opportunities to connect with your peers, delivers speeches featuring senior representatives from top global brands as well as facilitates informative panel discussions.



## THOUGHT-LEADERSHIP AND INSIGHT

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WMG develops whitepapers, features and reports on key industry themes for the trade media.

We also share original insights into audiences behaviour around the world.



## THE WMG AWARDS

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The World Media Awards are designed to celebrate the very best cross platform, cross border, content-driven advertising.

The awards celebration is an exclusive event at The Ham Yard Hotel in London.



# COMPREHENSIVE EVENTS PROGRAMME

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## BREAKFAST BRIEFINGS

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Focused on key industry themes such as GDPR, Diversity, Fake News and more



## FORUMS

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½ training session for junior executives, providing everything you need to know about international media planning



## THINK TANKS

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High level executive round table debates with Chatham House Rules



## MASTERCLASSES

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Bringing together some of the best storytellers from across the industry

# SNAPSHOT OF OUR EVENTS

WMG events are always well received by audiences. Our speakers are carefully chosen for their expert knowledge in a given field



The advertising & communications industry is an incredible creative and dynamic sector. How do we ensure that we attract and retain the very best talent?

How are journalists and trusted media brands adapting/reinventing the publishing model in a world of fake news?

Held in Paris, this event sees industry experts sharing their insights on trends and the issues which will shape the industry

It is predicted that 50% of all search will be done via voice by 2020. This essential WMG briefing investigated possible implications on the communications industry and brands.

The highlights (and lowlights) of the entire week of Cannes in just under 90 minutes – critical for anyone unable to attend this year’s festival

*“World Media Group events bring together leading experts from across the industry for informative and thought-provoking discussion. Focussed on key themes these events are a valuable source of knowledge and discovery, providing a range of opinions, inspiring debate, and enabling networking opportunities within the International media community.”*  
*Stephen Beasley, Global Business Director, Mindshare*

*“The WMG’s events are always interesting and inspiring with a very good mix of speakers from across the industry”* Dan Calladine, Head of Media Futures, Carat Global Management

# THE WMG AWARDS

Organised by The World Media Group, with an independent Jury including international advertisers, agency experts and content specialists, the WMG Awards celebrate bold and innovative strategies for engaging with international, influential audiences.

Categories include:

- Automotive
- Corporate Influencer
- Luxury, Lifestyle & Fashion
- Technology & Telecoms
- Content Leadership & Innovation
- Brand & Media Owner Partnership
- Financial Services
- Media & Entertainment
- Travel & Tourism
- Grand Prix

THE WORLD MEDIA AWARDS ARE NOW LISTED  
IN THE WARC MEDIA 100 (FORMERLY THE GUNN  
MEDIA 100)

**WARC**<sup>^</sup>  
RANKINGS

Media 100







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