

CANNES LIONS



THE **STAGWELL** GROUP

AXIOS

YOU'RE INVITED

WEDNESDAY, JUNE 19, 2019

POWER OF PERSONAL:

The Magic of Combining Data and Creativity

Join **IRI**, **The Stagwell Group** and **Axios** for a candid roundtable on the power data and creativity can have in building unique, personalized experiences.

At this interactive conversation, hear from industry leaders on cutting-edge approaches for capturing insights and bringing data to life in breathtaking ways that drive real results for brands.

WELCOME REMARKS



John McIndoe
EVP and CMO
IRI

PANELISTS



Nishat Mehta
President, Media
Center of Excellence
IRI



Walt Horstman
Senior Vice President
and General Manager,
Advanced Media
and Advertising
TIVO CORPORATION



Mark Penn
Founder and
Managing Partner
THE STAGWELL GROUP,
And CEO
MDC PARTNERS



Michael Treff
President
CODE AND THEORY



Sara Fischer
Media Reporter
AXIOS
[Moderator]

TIME AND LOCATION

WED
June 19

2:00 pm: Doors open and cocktails served

2:30 pm: Panel discussion and audience Q&A

3:00 pm: Cocktails and snacks

IRI Clubhouse
Jane's Lounge - 1st Floor

Le Gray d'Albion
38 Rue des Serbes

REGISTER TODAY

Click [here](#) to RSVP or visit IRIworldwide.com/Cannes