

Advertising Week Europe | Going Global 3.0 + Long Live the Independence

Davis+Gilbert is a proud partner of Advertising Week Europe 2017, taking place in London March 20-24.

Ronald R. Urbach, chairman of the firm and co-chair of the Advertising + Marketing practice group, will moderate two panel sessions (details below). For more information, visit the Advertising Week Europe website.

“Going Global 3.0”

March 21, 12:00p.m. GMT

Panelists

- Tim Bourne, Founder and CEO, Exposure
- Mark Boyd, Founder, Gravity Road
- Neil Christie, U.K. Managing Director and Partner, Wieden + Kennedy
- Charles Fallon, Partner, SI Partners
- Jem Fawcus, Global CEO, Firefish

Panel Overview

Taking a business global is a complex and dynamic process. It requires a deep understanding of the target markets, the competition and current local market trends. It is crucial for business leaders to understand the full impact of this significant undertaking and determine if the rewards outweigh the risks.

In this session, agency leaders from around the globe will build on the conversation from the last two years and share their experience and insights about:

- Different growth strategies including acquisition, organic growth, joint venture or a combination, and how the strategies vary for creative, media, digital and brand activation agencies
- The response to new competitive and marketplace realities
- The impact of changes in governments and political developments
- Differences in regulatory environments and the importance of the best financial, business and legal practices
- The state of the markets in the U.K./Europe, United States and other regions, and different advertising trends in each market
- How globalization has impacted – and helps drive – business and advertising activity

“Long Live the Independence”

March 22, 10:00a.m. GMT

Panelists

- Jason Harris, President and CEO, Mekanism
- Patrick Hickey, CEO, Rothco
- Jackie Stevenson, Founding Partner, The Brooklyn Brothers

Panel Overview

In an industry ruled by the holding companies, what makes a successful independent agency decide to join the pack? Why do others remain lone wolves as fearless independents? And are these agencies missing out on conglomerate resources? Hear from all edges of this sword in a lively debate.

Related People

Ronald R. Urbach

Partner/Co-Chair

212 468 4824

rurbach@dglaw.com