

What to Expect From Adweek's Elevate: Creativity and Experiential Virtual Event

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Adweek's annual Elevate: Creativity and Experiential event returns June 18 as a virtual gathering, featuring some of today's most influential brand and agency leaders.

Running from 1 p.m.-4:20 p.m. ET, the event will provide insight on topics such as adapting marketing strategies amid an ongoing crisis, bringing a brand's creativity and personality to life with physical restrictions, measuring creative impact and staying ambitious and how the pandemic might affect creative and experiential campaigns in the future.

The event includes a fireside chat with Jackie Gagne, vp of multicultural marketing at HBO, which Adweek named Experiential Brand of the Year as part of the 2020 Experiential Awards announced today. Gagne will discuss how she and her team have pivoted consumer activations originally meant to be in person for new and returning series such as *Insecure*, *We're Here* and *I May Destroy You*. She'll also talk about how the network plans to strategize experiential marketing for its diverse programming for the rest of 2020.

Colleen DeCourcy, chief creative officer and co-president of Wieden + Kennedy, in conversation with Adweek's creative and innovation editor David Griner, will discuss how her agency encourages bold creative risks while maintaining a culture of social responsibility and empathy. Adweek named DeCourcy

Creative Leader of the Decade. Wieden + Kennedy has won Adweek's Agency of the Year honors for three consecutive years, most recently as U.S. Agency of the Year in 2018 and 2019, and Global Agency of the Year in 2017.

The event will also include a keynote from Shelley Elkins, chief creative officer at brand experience agency Jack Morton. Elkins will shed light on how the agency is handling creative projects with constraints and how the current crisis could change experiential marketing for the better.

Additionally, Katie Puris, managing director and global head of business marketing at TikTok, and Kory Marchisotto, CMO at e.l.f. Cosmetics, will discuss how the cosmetics company leveraged the video-sharing social platform for a campaign that generated more than 2 million videos. The two executives will be joined by a TikTok creator, to be announced at a later date.

The event is sponsored by IBM Watson Advertising and Mavrck. Sarah Ripmaster, head of technology sales at IBM Watson Advertising will speak during the event and Mavrck will hold a raffle.

In between sessions, Adweek will celebrate the winners of its 2020 Experiential Awards and those named to this year's Creative 100.

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