

# FRIDAY

4. SASSANDRA

5. SHIRE

6. VELDRIFF

THE HUB (Adaptive)

7. ZAMBE

BOARD GAMES

Social, video, digital, and

FACEBOOK

WHY IS DIGITAL SO

WILL THE

BE A  
WITH

My name

RAC

A 17-step plan for

POST TRUTH  
TRUTH IN THE AGE  
OF TRUMP  
P. Dawson

THE 6 UNIVERSAL PRINCIPLES OF  
INFLUENCE

A brainstorm on the psychology of  
influence applied to online CALL TO ACTION  
(By Mentalist, Gilan Gork)

TECHNOLOGY

How to get

#

John

PRIME TIME

UNSENDER

DETIC

SOME AGENCIES  
(GOOD) STAFF  
WE DON'T

LY BOECC  
MEDIA.  
LETTERS CAMBERS  
WE JUST TALKED  
THE MEDIUM?

power bond  
m  
the best?

SKILLSET  
TODAY  
BRAD

Crowds

Are we a  
too much  
3:15  
3 w

# STREAM 2007-2017



For some years now, WPP has hosted an event called Stream. It's been called an "unconference" because it's an unconventional meeting of people, minds, and ideas.

Instead of key-notes, and pitches; we gather together just 300 CEOs, CMOs and friends for three days of discussion and debate, in a simple, but beautiful setting.

Named as 'one of the world's best technology conferences' by WIRED; the themes and the participants are mainly concerned with creativity, technology and culture.

Past participants include Sheryl Sandberg, Anderson Cooper, Jack Dorsey, Daniel Ek, Ana Ivanovic, Poo Bear, Lachlan Murdoch, Marissa Meyer, Jeff Weiner, Shane Smith and Nassim Taleb alongside leaders from Avon, Alibaba, Airbnb, Ford, Coca-Cola, Nestlé, Unilever, Globo, Dell, Google, AT&T, Viacom, IBM, Tata, Nike, Twitter, Uber and more.

For three days, we discuss, listen, pronounce, digress, challenge and try out new ideas without embarrassment. By the end, everyone present is just a little bit clearer about our digital future and what it will mean for communications, for creativity, for business – and even for themselves as people...

If you'd be interested to join us at Stream, please do get in touch [stream@wpp.com](mailto:stream@wpp.com).

Ella Kieran  
Director of Stream, WPP



## CONTENTS

STREAM EVENTS

DISCUSSIONS

THE REVIEWS

DATES FOR YOUR DIARY

STREAM IN NUMBERS

THE TEAM

OUR PARTNERS



Towards the end of November the following headline arrived in my inbox, courtesy of our daily WPP media coverage round-up: "EXCLUSIVE: Bob Dylan Writes Lyrics for Song by T Bone Burnett and Justin Bieber Collaborator Poo Bear". As stories about our business go, this one from Variety was not particularly representative. It was, however, a near-perfect encapsulation of the spirit of the Stream "unconference".

We call it an "unconference" because we try to make it everything you wouldn't expect of a "normal" conference. We mix musicians, artists, scientists, technologists, brand guardians, digital leaders, media owners, entrepreneurs, agency folk and more with the hope of bringing about encounters that are as unexpected and thought-provoking as they are enjoyable and productive.

There is no strict agenda, and what agenda does exist is determined by the guests themselves, who add ideas for discussions to two giant white boards at the opening of the event. Someone once described it as a summer camp for grown-ups.

The organizational light touch belies Stream's fundamental seriousness, as a place where many of the world's leading thinkers and practitioners in technology, media and creativity gather for debate.

At Stream we meet, mingle, listen, challenge, speculate, hold forth, try out new thoughts without embarrassment – and become perhaps just a fraction more comfortable with the issues facing our industry and society.

What is the future of media in a world of relentless change? Is technology a net creator or destroyer of jobs? Can we use the super-abundance of data to improve consumers' experience while also protecting their privacy? Have we lost our capacity for attention in the hyper-connected digital age? Should there be tax breaks for data?

In 2017, we brought together over 2,000 people at eight small events, held regionally around the world. It was a special year for Stream, as it marks a decade of such gatherings. That's nearly 50 different forums that have popped up over the world, including Moscow, Yogyakarta, Jaipur, Cape Town, Ojai, Austin, Cannes and London. In total, we've been able to bring together over 10,000 people.

As Stream turns 10, the need to come together – to draw from the widest possible range of opinions, expertise and experience – becomes ever clearer. Acceptance of new ideas and curiosity about new technology are prerequisites for success in the contemporary business environment.

Looking ahead to 2018, we will host events in India, Indonesia, Brazil, France, Greece, the USA and South Africa. The book you're holding should give you just a hint of what happens at Stream.

This year will, of course, be totally different.

**MARTIN SORRELL**  
CEO, WPP



## DO YOU KNOW WHAT IT'S LIKE TO BE OUTSIDE IN THE RAIN IN OJAI, UNDER A TEEPEE?

It's like being at summer camp. There's a feeling in the air, like your life could change, like you're living in the moment, like nothing else matters. You're pissed when your phone rings, when you get e-mail, you want to disconnect as opposed to being plugged in. And the truth is everybody's friendly and most have no idea who I am and there are five discussion slots a day, you go to whichever groups you want, they're organized by attendees, kinda like electives at the aforementioned summer camp.

And you encounter certain people a number of times and create bonds. And your consciousness is heightened and your social network is increased with flesh and blood friends and the busier you are, and I haven't had a free moment all day, the more you engage, you realize technology is just a tool, that it's really just about us.

**Bob Lefsetz, The Lefsetz Letters**



“At STREAM this year, I experienced challenging, enlightening thinking with an incredibly diverse group of people, representing everything from art and science to media and content, with producers, agencies and clients from start-ups to behemoths. We included music, food, line-dancing and drones... with a few bottles of wine thrown in for good measure.

STREAM is a forum for discussion, not a presentation stage. It is an egalitarian gathering. No talking heads making the conference rounds. No specially curated parties for the elite. No wearing of multiple credentials to show off status. No holding front row seats or special lines for the power brokers.

The rules are simple. You show up, choose a time slot on the whiteboard, and write in your topic. Your discussion space is outdoors, with a circle of chairs and hay bales. People come if they are interested in the topic and if they know you are a credible facilitator. Meals are all served family style, and you sit with whomever interests you. Title and rank are not observed. Listening is as important as participating.

STREAM is alive. It's living, flowing, clean and clear, a continuous debate and discussion of ideas.”

**David Sable, Y&R**



“It was my first time as you know and I absolutely loved it. Such a welcoming vibe and such a smart bunch of people to be inspired by. Really loved the format and the openness of the whole set up. I learnt a lot, shared a lot of semi wise words, lost my voice and have made some great new friends so all in all a brilliant event. Only wish there had been more time to do even more!” Mei-Ling Rider, RedBull



“Any business executive worth her weight in salt will know the large investment it takes to attend a conference. This includes the time away from family and the work to catch up after the conference. The repeated pitches, the late nights entertaining and lack of sleep in overpriced hotels and uninspiring conference venues. The very thought of a conference can lead to an increase in personal anxiety.

I had the privilege to attend one of the most liberating conferences in the world. An unstructured ‘un-conference’ which is slowly becoming the rage and new normal for corporate conferences around the world. What was so special about this ‘formula’ is the freedom.

The freedom to meet new and interesting people from across Africa and the World. The freedom to discuss and share new and crazy ideas like “How public blockchains will impact marketing in Africa or How you can network your brain.” The freedom to wear a skirt or shorts and serendipitously share a glass wine with a stranger... at brunch.”

Will Green, Apurimac Media





**“In my humble opinion by far and away the most inspiring and useful days in the annual calendar of events”**

Nick Drake

••T••Mobile•

# STREAM 2017





# STREAM USA

# STREAM AFRICA



# STREAM INDIA



# STREAM ASIA

# STREAM SXSW





# STREAM LATAM





# STREAM INDONESIA

# STREAM CANNES



WITH SPECIAL THANKS TO

- Apple
- Ashtanon
- blis
- BuzzFeed
- Google
- LinkedIn
- Oath
- pandora
- Spotify
- thefreshdesk
- trueX

The App Unconference



STREAM CANNES 2017	
12pm - 1pm - Lunch on the terrace	
1.30pm - 3pm - Part 1	
Anthony Noto, COO, Twitter Q&A with Martin Sorrell, CEO, WPP	The fastest way to connect to the world: how to see what's happening anytime, everywhere
David Marcus, VP, Messaging Products, Facebook	What do Albert Einstein, Reyes from Call of Duty and a young woman from Syria have in common?
David Remnick, Editor, The New Yorker Q&A with Martin Sorrell, CEO, WPP	Well, Doctor, what have we got, a republic or a monarchy?
Ida Tin, Founder, Clue	Hey Siri, how do I feel? Predictive health and the revolution of medicine
AG Sulzberger, Deputy Publisher, The New York Times and Andrew Ross Sorkin, Columnist/Editor Q&A with Martin Sorrell, CEO, WPP	This company will not wait for an uncertain future. We will make our own future!
3.30pm - 5pm - Part 2	
Chris Tung, CMO, Alibaba	Open sesame! The story behind Alibaba and its Olympics partnership
Ana Ivanovic, World Champion Tennis Player Q&A with Lindsay Pattison, Chief Transformation Officer, GroupM	Sport doesn't build character. It shows it
Jonathan Mildenhall, CMO, Airbnb	The value of values: why enforcing what you stand for is good for business and the world
Jared Cohen, President, Jigsaw	Disinformation, political hacking, and the new world disorder
Gwyneth Paltrow, CEO, Goop Q&A with Betsy Lack, Head of Partnerships, Snap Inc	Making every choice count; building trust above all things
5pm - Drinks	
5pm onwards - Boats back to Cannes	
6pm - WPP & Google After Stream Social 2017, YouTube Beach	



## A SELECTION OF DISCUSSIONS FROM STREAM USA 2017

Is America a developing market, masquerading as a developed one?

Agency structure in the age of disruption

Brand Psychology- lay down on the couch and tell me why your brand matters

Forget White Collar & Blue Collar... How Do We Re-Design Orgs for New Collar Jobs?

HOW TO SURVIVE! Tactics to thrive in a worrying world

How to work with social media influencers and not get sued!

Indian Demonetization: Cashless or Callous?

Manufacturing Scarcity

Virtual Reality: More than just a demo at conferences?

How Alexa, Siri & Co. will destroy literacy – or not?

Will there be advertising when machines make the purchasing decisions?

The Human Side of AI: Westworld or Big Hero 6?

Everything Shouts, Everyone Lies: Media Literacy In A Distracted World

Should Journalism be a 501(c)(3)? (click here to donate now!)

How deep is your love? The knowing of everything (sort of) versus the depth of something.

What is the Future of Higher Education?

Stop the Rot - how to attract better and brighter people into Public Service

INDOOR DISCUSSIONS WITH SCREEN AND POWER

OUTDOOR DISCUSSIONS

Color-coded header for discussion areas:

- RED
- SILVER
- PINK
- ORANGE
- WORKSHOPS
- BLUE
- YELLOW
- GREEN



### A SELECTION OF DISCUSSIONS FROM STREAM 2017

- Proximity != connection - do "collaborative workspaces" really facilitate collaboration?
- Why are youth brands scared of sponsorship?
- ecommerce =? discounting
- Corporate venturing...labs, accelerators, incubators, why does none of it work for me?
- Is personalised marketing dead post GDPR?
- "A or I"? Artificial Intelligence - is it more Artificial or more Intelligent?
- The Struggle: Entrepreneurs against the World
- Tokenize The Future! (Or...are ICO's the internet's best ever scam?)
- Tax breaks for data?
- How can design help cities and refugees adapt to each other?
- Are we raising a generation of "tech smart" but "street dumb" kids?
- What happens to retail real estate as online sales grow?
- Is universal basic income even necessary?
- Are we seeing a 'tech-lash' and should we be worried?
- Could AI run government? Yes Should it?
- Blockchain, what are it's chances to convince mass public?
- Is cross-platform measurement a dream?
- Radical Transparency - do we have it least where we need it the most?
- Should we teach robots how to lie?

## A SELECTION OF DISCUSSIONS FROM STREAM INDIA 2017

Small Data -  
breakthroughs from data singularity

eCommerce -  
disruptor or an opportunity to build consumer intimacy?

Let's Talk Trash -  
Zero Waste Workshop

What is really behind the sporadic and seemingly isolated outburst of stirs and unrest in the country?

Should media and creative be once again in-house lovers?

Educated, Yet Unemployed?

Competing with FREE - the ultimate challenge?  
Is this the end of brand marketing in India?

Making Politics great again!

Future of Finance - Fintech, Blockchain and more -  
How is it going to change your world?

Building your A-Team:  
Where do you find the best talent in India?

India is building millions of toilets, but that's the easy part.  
Getting people to use them is the real challenge.

The need for responsible packaging design

Reimagine Rural India with Internet Saathis

Do brand's re-gendering need to question everything wrong about being a man?

Media Equivalency:  
Value of each impression same ?

From Regional to International-  
how music content is breaking barriers in the digital era

A world without Role models

Chatbots:  
Is it just lipstick or a transformative operation?



## A SELECTION OF DISCUSSIONS FROM STREAM AFRICA 2017

With the rise of AI, what year will the Skynet takeover become a reality?

Afro-Innovation:  
Come Share & Hear some of Africa's best Tech Innovations

The CUSTOMER is ALWAYS Right or.....ARE THEY??!

Using AI to eradicate poverty

Afromillennials, what makes them tick?

Procurement killed the advertising star

Digital is Dead  
Long Live Digital

Stereotyping is alive and well!

How Cloud computing can jump start the continent to best in class

Can Blockchain Technologies with Cryptocurrencies impact Marketers in the future?

The 4th Industrial ...something or other...

Marketing with fake news:  
A risky game to play?

How do you protect internal disruption from the corporate immune system?

How can Stream help fix South Africa?

What the heck is going on....unravelling South African Politics using a Facebook Messenger Research Bot

Is Capitalism obsolete?

The Silicone Valley of Europe - Learning's from Amsterdam

China and Africa:  
What's next?





## A SELECTION OF DISCUSSIONS FROM STREAM INDONESIA 2017

Small Cities Indonesia -  
Building a userbase

Building loyalty in the Ecom world  
in Indonesia

Pepsi called for help last night!  
Do you have any ideas?

Can your brand really be safe  
in the digital world?

Engaging with Gen-Z

Are you still being a pirate,  
getting your music/movie illegally?

Celebrating the biggest F\*\*\* ups of 2016

Performance marketing in Digital -  
How to win this battle?

Selfies to Sales....  
the power of FACE VALUE for brands





## A SELECTION OF DISCUSSIONS FROM STREAM ASIA 2017

The art of conversation versus the need for technology, which will triumph.

Is the work killing you ...literally?

Being a challenger and continue to "try harder" (Avis 1960s)

How to wake up the dinosaurs?

What can Chinese social media teach global social media (and digital)?

Are we doomed to get more data and more apps

The digital advertising industry supply chain: a comedy of opacity

How Much is Too Much?

Fractionalisation & how not to be a brand with a personality disorder

The international future for Asian Brands

Does UGC spell the end for traditional production processes?

The 100-Year Life - Living and Working in an Age of Longevity



"What a wonderful experience at Stream USA last week. It was truly amazing how well everything flowed and how involved everyone was throughout the event" Karen Kwarta



"You know it is a good "unconference" when you are home and still feeling inspired but the people you met and the conversations you were part of – thank you so much for a wonderful Stream! Ella – you and your team continue to impress and make it all look easy which I know is very far from the truth – super impressive! Kudos with much admiration and appreciation" Nadine Karp



"Congratulations on a successful completion of Stream USA! Our team has had nothing but great things to share about Quantcast's participation and the show content itself - in particular, how inspired it has left them" Melissa Manganeli



“This was my first Stream event so I wasn’t 100% sure what to expect or how to plan for it but it turned out to be one of the best events I’ve attended. I think it’s safe to say that I’ll be more aware of how to take advantage of the format going forward. The discussions were excellent, stimulating and thought provoking but the best aspect was the networking in a very comfortable engaging format. I jumped right in and led one of the first discussion groups on the first day which was well attended with a very productive conversation. Going forward, I’m certain we will want to support this event in the future and actively participate” Monte Wilson, Sitecore



**“Invigorating, ego-free and fun think tank”**  
Laura Turkington



**“Awesome meeting of people & minds”**  
Richard Sherwood

LLOYDS  
BANKING  
GROUP



**“Confident, youthful, intelligent, idea sharing”**  
Ros King



**“A unique, rewarding, unmissable event”**  
Carolyn McKeever

MARKS &  
SPENCER

**“Thought provoking speaker series.”**  
Rob Weston



**“Phenomenal event! Great spontaneous energy.”**  
Caroline Sumnall



**“A parenthesis to step back and get a glimpse of the global picture”**  
Domitille Doat







“What a great few days at Stream. Truly stimulating and provocative conversations and discussions about the industry, technology and the future. I am very thankful to have been able to participate and have returned to Universal inspired and excited about our upcoming campaigns. And of course, I’ve made a few new friends and many new memories” Doug Neil, Universal Pictures



“What a fantastic mix of people. Hollywood meets Silicon Valley meets Madison Avenue is the future of our industry.”

Mark Read



“A highly engaging and stimulating couple of days. It felt very relaxed and informal, but I know that a huge amount of work and attention to detail must have gone into making it feel so effortless. For me the biggest achievement is the culture that you manage to create: fearless, intelligent, friendly, high-energy and yet always respectful.”

Ros King



“Another brilliant few days. Each time, amazingly, you set the bar higher. Thanks for making us all feel so much part of the club”  
James Rosenthal, Google





**Colgate**

**“Surprising Fresh Perspectives about Future”**

Maria Elisa Carvajal

**AMERICAN  
EXPRESS**

**“When [you] invited me I was intrigued but didn’t know quite what to expect. The event was far richer than I could have imagined – and a genuine pleasure all the way around. If I had to describe it in 5 words I would choose: Free flowing intellectual media cocktail. On a scale of 1-5, 5 being the best, I would give it a 5”**

David Rabkin

**Pfizer**

**“Where ideas come to connect”**

Cal Austin

**VISA**

“Stream was absolutely terrific. You have truly outdone yourselves. So valuable and outstanding on multiple levels”

Lara Balazs

**blis**

“Stream explores the future of humanity’s relationship with technology. Perhaps that’s what I enjoyed most, it wasn’t simply another marketing conference. It was free form, but it had teeth. There’s a limited supply of honesty and genuine vision in the media and marketing industries, and Stream has quickly become a standard bearer for both.

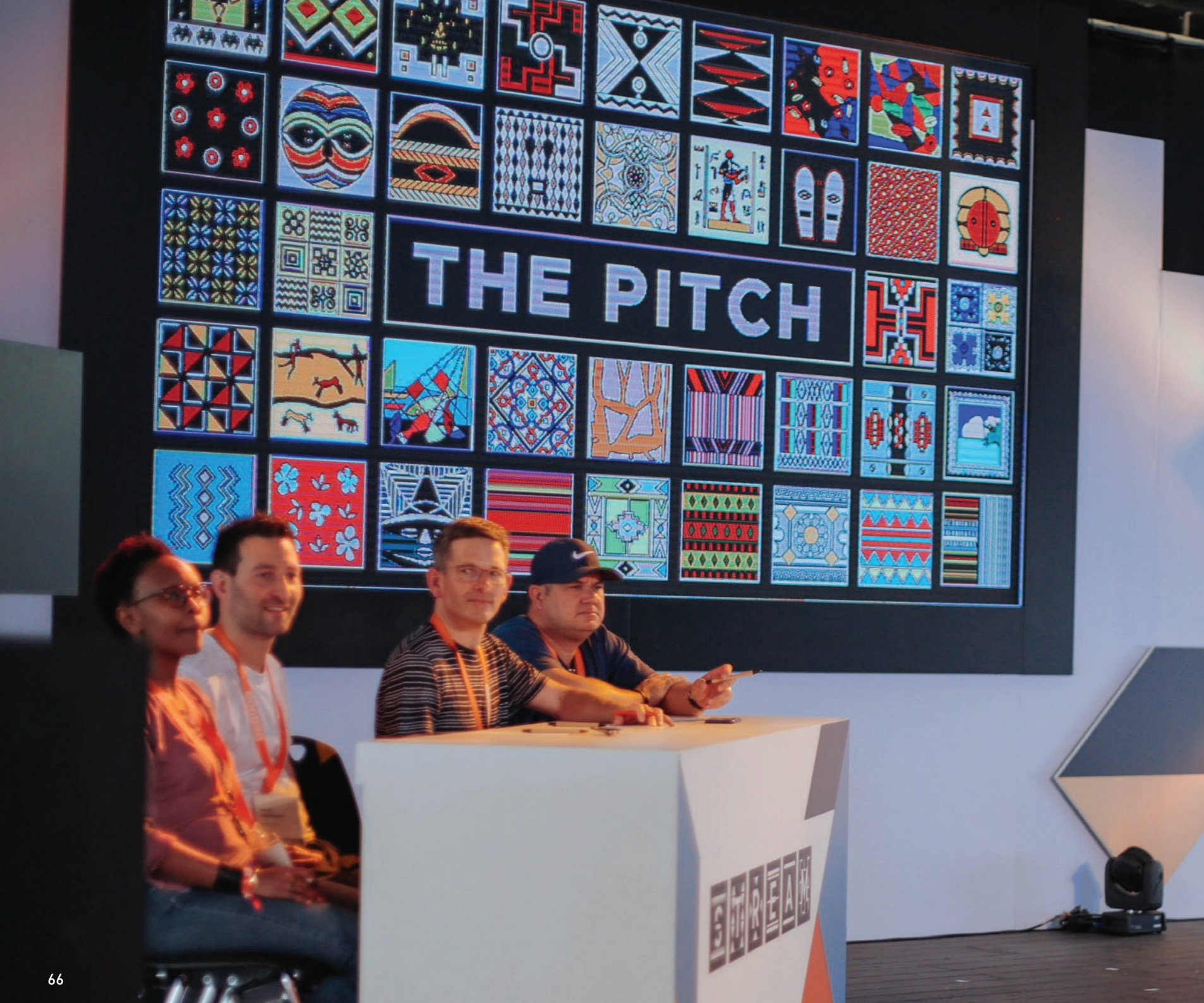
Tom Gregory

**hulu**

“Knowledge camp for grown ups”

Peter Naylor





## THE PITCH

At Stream Africa, we host speed briefs for the pitch... a sort of dragons-den for charity. 3 person teams, pick one of 4 challenges, here is the story:

At the WPP Stream Africa conference 2 years ago, Professor Eric Atmore, Director of the Centre for Early Childhood Development, stepped onto the stage and threw down an unexpected gauntlet - he challenged willing participants to find a way of using the broad network of WPP agencies and their infrastructure to support early childhood development. He told the audience about a visit to a local educare centre, where he'd asked to be shown the dedicated reading corner. Stooping down to examine the books in the little library, he found just two - The Abbreviated Works of Shakespeare and a Spanish-English Dictionary.

Ian Gourley, Creative Director for Barrows Design & Manufacturing (PTY) Ltd, had participated in the ECD conversations and challenge at the 2015 Stream event. This year, Ian connected with our team at Innovation Edge for support on converting the conversations he'd at Stream into action.

Barrows produces thousands of retail display units for companies all over the country. Very often, the printing of those units result in 'waste' in the form of blank space - areas of cardboard or paper not covered with artwork. Ian challenged the Barrows team to find a way of repurposing that waste to generate educational material without affecting the daily running of the business. He then collaborated with us to help connect them to quality ECD content and the educare centres that need it most.

In just 5 months, at little or no additional cost, Barrows has produced 49 000 pieces of educational material. Making use of their existing transport infrastructure, they move the material from their factory to depots around the country, where educare centres can collect them. These quality education resources have reached approximately 100 000 children.

Ian says that apart from the benefit to the education sector, it's given their team a strong sense of purpose and all their staff, locally and abroad, draw inspiration from it.





## UNMISSABLE EVENTS - 2018

CES	9-12 January	Las Vegas, US
Davos	17-20 January	Davos-Klosters, Switzerland
DLD	21-22 January	Munich, Germany
MWC	26 February - 1 Mar	Barcelona, Spain
<b>STREAM ASIA</b>	28 February - 3 Mar	Jaipur, India
Goldman Sachs	February 2018	San Francisco, US
<b>STREAM SXSW</b>	10 March	Austin, Texas
SXSW	9-18 March	Austin, US
Advertising Week EU	19-22 March	London, UK
Adobe Summit	25-29 March	Las Vegas, US
<b>STREAM INDONESIA</b>	April	Yogyakarta, Indonesia
TED	10-14 April	Vancouver, Canada
WSJ CEO Council	April 12	London, UK
Collision	30 April - 3 May	New Orleans, US
Festival of Media	13-15 May	Rome, Italy
<b>STREAM LATAM (NEW!)</b>	16-19 May	Salvador, Brazil
ReCode	May 2018	Rancho Palos Verdes, US
Founders Forum	13-14 June	London, UK
Cannes Lions	18-22 June	Cannes, France
<b>STREAM CANNES</b>	19 June	Cannes, France
Aspen Ideas Festival	21-30 June	Aspen, US
Google Zeitgeist	June / September	
Google Camp	July 2018	Sicily, Italy
Sun Valley	July 2018	Sun Valley, US
Dmexco	12-13 September	Cologne, Germany
<b>STREAM 2018</b>	18-21 October	Marathanos, Greece
Web Summit	5-8 November	Lisbon, Portugal
<b>STREAM USA</b>	14-17 November	California, USA
Ignition NYC	November 2018	New York, US
<b>STREAM AFRICA</b>	28 November - 1 December	Cape Town, SA



Image courtesy of Joey Yu, Artist, Illustrator, Animator, Curator in London. itsbabyroo@gmail.com. www.joeyyu.co.uk

## THE NUMBERS

**75** Partners

**2,000+** Guests each year

**500+CEOs** (Chairman & Founders)

**700+** Brands

**27k** Twitter followers

**1,000,000** wppstream.com views

**175k** YouTube Views

**36%F to 64%M** Gender ratio

# STREAM FOUNDERS

Yossi Vardi  
Chairman, International Technologies

Mark Read  
CEO, Wunderman

Martin Sorrell  
CEO, WPP

Cristiana Falcone Sorrell  
Senior Adviser, WEF

# STREAM TEAM

Scott Spirit  
Strategy Officer, WPP

Ella Kieran  
Director of Stream, WPP

Kemi Green  
Stream Team Manager, WPP





**"A parenthesis to step back and get a glimpse of the global picture"**  
Domitille Doat



**"Better ideas, wrapped up in bigger stories, told by brilliant people"**  
Jonathan Mildenhall



**"Stream was great! Authentic, relevant, quality"**  
Karine Timpone



**"The best event I have been to in an age"**  
Joshua Spanier



**"Inspiring"**  
Keith Weed



**"An inspirational event that cuts across industries"**  
Scott Lyons



**"The best conference I've ever attended"**  
Seth Freeman



**"Without doubt the best conference I've ever been to ("un" or otherwise), and I am raring to get back into the office next week, determined to bring more of this spirit and vision into my business"**  
Charlotte O'Sullivan



**"Incredibly stimulating"**  
Laura Tedder



**"Mind expanding + absolutely bloody marvellous"**  
Gayle Noah





**Beiersdorf**

“One of the best ‘learning’ afternoons of my life.”  
Neil George

**Colgate**

“Stream is an eye opener for me. This is the real world and once you work in the corporate world, it’s easy to lose touch, even interest... and end up being somewhat self-centered. Stream is a refreshing interlude, in a formatted year of reviews and meetings. No agenda! Free flowing discussions! Stuff that has nothing to do with my job or my industry - that is what’s inspiring. I wouldn’t want to endure three days of marketing or FMCGs. I want three days of random thoughts, unusual encounters and great vibe”  
Eric Jumbert



“Inspiring, challenging, networking, new-thinking”  
Malena Cutuli



“Curated and relevant calm and connections in the chaos of Cannes”  
Ann Simonds



“Exceeds even my high expectations”  
Mark Brodeur

**facebook**

“I’m loving it, it’s the best thing I’ve ever been to and i normally bloody hate conferences!”  
Mark D’Arcy



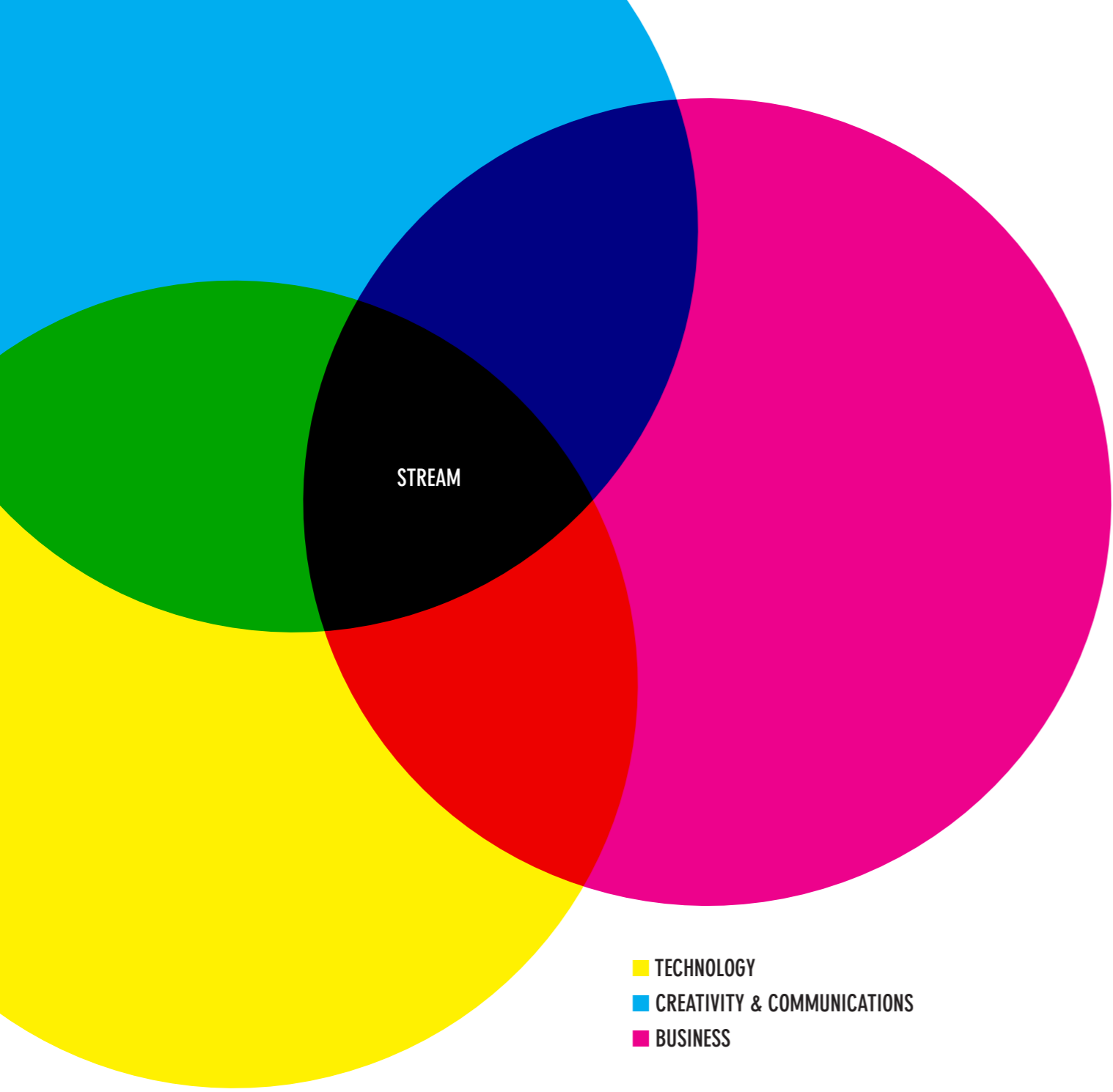
“Definitely worth the trip and the time: thought-provoking, stimulating, unusual, networking”  
Donna Sanker



“It was a great experience, all around. Wish I could have arrived earlier and stayed longer”  
Jon Iwata



“An inspiring event, energizing, thought-provoking, unique, creative and open”  
Tamara Fynan



# STREAM 2017 PARTNERS

## GLOBAL PARTNERS

- Acquia
- 
- 
- amazon
- 
- AWESOMENESS
- 
- 
- BuzzFeed
- 
- CISION
- 
- 
- Daily Mail
- 
- 
- 
- Google
- gumgum
- 
- 
- inMOBI
- 
- LinkedIn
- 
- 
- Miaozhen Systems
- mitú
- 
- near
- News Corp
- 
- Oath: A Verizon company
- pandora
- 
- playbuzz
- quantcast
- QUARTZ
- 
- 
- 
- 
- 
- Teads
- 
- theguardian
- true[X]
- 
- VICE
- 

## LOCAL PARTNERS

- 
- 
- BLUE ROBOT
- 
- 
- 
- groupm
- hotstar
- 
- 
- POCKET ACES
- 
- SMOLLAN
- 
- truecaller
- tvf Media
- unmetric
- 
- Vidio
- 
- viu
- 
-

1. THE NILE WINE CELLAR

2. CUANZA

3. SANKURA

HEALTH & WELLNESS

08:00

BLACK PEOPLE  
BLACK MINDS  
BLACK LIVES  
(SNVL - NO UNDER 26)

WHAT HAVE THE MACHINES  
LEARNED TO DO? LOTS OF  
COOL EXAMPLES OF AI/ML & A  
DISCUSSION OF WHAT NEXT. {DEAN? NELSON}

Experience Design  
- Clients + Agencies  
have no idea

DID MARKET RESEARCH  
JUST GET TRUMPED?

WILL EY + WPP MERGE?  
MARGINS: COINCIDENCE?  
-10% → +10%  
AGENCIES → CONSULTANCY

BLACK MIRROR  
- HOW MUCH IS YOUR LIFE  
CONTROLLED BY YOUR PHONE.

DAD 3.0 & MOM 3.0  
FUTURE PROOFING PARENTING  
HOW TO BE THE BEST PARENT &  
COOLEST GRANDPARENT 1-T FUTURE!

Creative Thinking is THE most  
valuable human skill in an  
A.I. world.  
How do we teach it?

LUNCH IN THE COURTYARD

How do we get African SMEs  
to harness the power of  
Tech & Digital?

How to be nice  
what google teaches us about  
highly efficient teams &  
Building culture.

LIFE Q

THE GREAT (FUTURE) DEPRESSION  
IS SOCIAL MEDIA LIVING  
US UP FOR  
DISAPPOINTMENT! WE'RE  
SEEKING!

YOUR IDEAS TO EXECUTE  
IN 2018 + REPORT BACK  
IN DEC 2017  
- MORE ACTION LESS TALK -  
WHAT WE CAN LEARN + HOW TO HELP

Crowdsourcing  
Media exposure...  
(Take 2)

UPDATED:  
LIFE Q

WPP  
The world leader in  
communications services

Future of education  
(How to make e-learning work)  
@ChrisRawlinson

00 - 17:30

DRINKS IN THE HUB

30 - 19:00

THE PITCH