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Google

April 15-18, 2024 | Miami Beach

Unlock what's possible **today** to drive progress tomorrow. Put Google AI to work for **you**.

Join Google at [POSSIBLE 2024](#) from April 15-18 at the Fontainebleau in Miami Beach. Brought to you by the MMA, POSSIBLE explores the future of marketing, communication, culture, and technology, featuring the world's most influential industry leaders. Below is a snapshot of Google's presence through the week:

Google Keynotes

Hear how AI helps marketers navigate a rapidly shifting landscape where uncertainty and possibility intersect.

The Neverending Search for AI Possibilities

Date: Tues, April 16, (10:00 AM)

Location: Inspiration Hall

Speakers:

Sean Downey, President, Americas and Global Partners, Google
Laura Jones, CMO, Instacart



We'll delve into how our fundamental mission as marketers remains the same, but AI will change how we do it all. Laura and Sean will discuss the real-world challenges and rewards of this transformation, from AI-powered product innovation to marketing-made revenue growth.

Leading Marketers are Preparing for Third-Party Cookie Deprecation. Are you Ready?

Date: Tues, April 16, (3:50 PM)

Location: Vision Hall

Speaker:

Amit Varia, Director of Product Management, Privacy Sandbox, Google



We'll discuss how future-thinking marketers are preparing their brands for third-party cookie deprecation. Hear about the most innovative solutions being built on the Privacy Sandbox to enhance online privacy for consumers, and preserve the ability for marketers to reach their customers and measure effectively. And learn what you can do today to get ready for the post-cookie world.

Google-led Workshops

Put insight into action at our workshops that will help you prepare for the future of marketing with privacy-first solutions and short-form video mastery.

WORKSHOP

Measurement & Reporting in a Post-Cookie World

Date: Mon, April 15, (2:00 PM)

Location: Flicker Room 1

Speaker:

Barb Smith, Global Lead, Privacy Partnerships, Google



Now is the time to ensure you have a durable plan for digital ad measurement. Join our interactive workshop for a deep dive into the Privacy Sandbox technologies that support digital measurement for your ad campaigns, in a privacy-preserving way. We'll share key use cases to demonstrate how you can maintain the insights, reports and metrics that matter most to your brand.

MASTERCLASS

Mastering the art and science of storytelling on YouTube

Date: Wed, April 17, (11:05 AM)

Location: Flicker Rooms 1-2

Speaker:

Abigail Posner, Director, US Creative Works, Google



We'll explore trends and insights to help you understand the creative possibilities of multi-format marketing. In particular, we'll dive deep on short-form video and how to best show up in viewers' feeds. We'll also unveil research-backed creative best practices that make ad creation for Shorts easier and more exciting than ever.



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Google-Led Table Talks

Sit down with your peers and Google product experts to discuss AI-driven growth strategies in a cookieless world.

Brand Marketers Only

Adapt & Thrive: Navigating the Post-Cookie Era for Digital Ad ROI

Date: Tues, April 16, (12:50 PM)

Location: Outside Lawn, Fontainebleau

Moderators:

Tew Boonyawan,
Head of US Sector, Google
Jess Hsia,
Head of Industry, Google
Alexis Howell,
Senior Advisor, Google



We'll delve into challenges and opportunities presented by the upcoming third-party cookie deprecation, and explore innovative strategies for digital advertising that go beyond traditional cookie-based approaches.

Drive Profitable Growth with AI-Powered Commerce

Date: Tues, April 16, (12:50 PM)

Location: Outside Lawn, Fontainebleau

Moderators:

Andrew Hotz,
Director Programmatic, Google
Arcadius Mbagaya,
Senior Data Lead, Google
Melissa Baldwin
Senior Retail Media Executive, Google



We'll discuss the challenges and opportunities in the evolving commerce media space, exploring how AI can help them put media, audience and targeting to work in service of their commerce goals.

Opportunities to Connect

Meet with experts and build meaningful industry relationships.

Welcome Reception

Date: Mon, April 15, (6:00 PM - 8:00 PM)

Location: [Bleau Bar](#), Fontainebleau Lobby

Join Google & POSSIBLE for our welcome reception, where you can network with your industry peers and Google partners over music and drinks.

Privacy Sandbox & Meeting Space

Date: Tues, April 16 - Wed, April 17,

Location: Expo Hall

Come by the Privacy Sandbox's demo and meeting space in the heart of POSSIBLE's expo hall for a 1:1 privacy readiness check-up and [cookie usage audit](#) for your website.

Google-Led Inclusive Leadership Experience

Don't miss this paradigm-shifting inclusion and belonging experience

Human:Human by Google

Date: Thurs, April 18, (8:30 AM - 10:30 AM)

[More Information](#) | [Register Now](#)



For the first time ever, we're bringing the transformative Human:Human (H:H) experience to POSSIBLE. This unique program is designed for leaders ready to create an environment of inclusivity and belonging within their teams and organizations. H:H goes beyond traditional learning methods, inviting you to examine your experiences, build deep empathy, and develop the tools to foster a truly connected community.

Helpful pre-reads:

[Meeting the AI moment with action and change](#)

[Marketing is at an inflection point. Here's why that's an opportunity](#)

[Put Google AI to work with Search ads](#)