THE MYERS REPORT

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## Watch Now: Madison Avenue Manslaughter or **Makeover? Michael Farmer**













May 18, 2020

Jack Myers Leadership Conversations

Madison Avenue Makeove



Madison Avenue Manslaughter author and MediaVillage Madison Avenue Makeover columnist Michael Farmer on Agency Survival, Procurement, Creative & Media Mergers, Economic Recovery, Data & Analytics and the Future of Advertising



This is a must-attend event focused on solutions for all those working in and dealing with creative and media agencies and are concerned about their future.

#### WATCH THE MICHAEL FARMER LEADERSHIP CONVERSATION WITH JACK MYERS

- . The Next Big Thing in Advertising: Simplification
- · Procurement: Advertising's Greatest Hope or Danger?
- What Kind of CMO Leaders Do Advertisers Need Now?
- What Kind of Leaders Do Creative Agencies Need Now?
- What Kind of Leaders Do Media Agencies Need Now?
- What Kind of Leadership Do Media Sellers Need Now?
- Unaccountability: The Need for Agency Reorganization • Creativity vs. Data & Analytics
- · Talent Challenges and Opportunities

#### Read our important report

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### Jack Myers Leadership Conversations and Industry Renewal Fund

To meet our community's human and business needs in response to the COVID-19 crisis we're hosting Virtual Upfront and Relief April 20 to July 17 with revenues distributed to individuals and non-profit organizations in need, administered by Advancing Diversity.org

127.7 KB 03/25/2020



#### ADVERTISING AND MEDIA COMMUNITY COVID-19 RENEWAL FUND

CONTRIBUTE NOW TO SUPPORT OUR INDUSTRY'S NON-PROFIT SECTOR. Most of us are being economically impacted by COVID-19. Many of our community's non-profit organizations and initiatives are struggling to maintain basic services as corporate contributions dry-up. More than ever, your support – even a few dollars – is needed. Your contributions support 30 non-profit organizations and initiatives -- first responders, health care providers and those in need during COVID-19 crisis and beyond. Visit







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