

Latam 2012 - first keynote speaker announced

MIAMI, US: Interpublic Group chairman & chief executive, Michael I. Roth takes to the stage at the Festival of Media LatAm to address Latin America's media elite on why the region remains key for the global agency giant.



Since assuming leadership of Interpublic Group in 2005, Roth has been at the forefront of the company's financial course and spearheaded the group's rapid expansion into the Latin American market. Roth will join both local and global brand leaders together with media agencies, global vendors and technologists in a conference exploring whether 'Latin America is fit to compete?'

Join in on the debate and [book your place today](#) at the Festival of Media LatAm.

A delegate pass to attend the conference costs US\$1595 which includes access to the Welcome Reception, all conference sessions, all exhibition areas and all documentation.

More speakers, including local leaders, to be announced next week...

Key awards dates

Shortlist announced: 30 August 2012

Awards ceremony: 25 September 2012

Contacts

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