## TOPICS & SCHEDULE

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| W&V 1/2020 - January | W&V Issue topic: Purpose  
- Sports Marketing I  
- SMEs  
- New Work | 06.-08.01. PSI  
07.-09.01. Viscom  
IVW IV/19  
28.-30.01. SPOBIS |
| W&V 2/2020 - February | W&V Issue topic: Trade  
- Advertising Articles I  
- FMCG + Food Marketing  
- Pharmaceutical Marketing | 24.-27.02. Mobile World Congress |
| W&V 3/2020 - March | W&V Issue topic: Effects  
- Media Planning I  
- Tourism Marketing  
- Ad Effects & Market Research | 04.-08.03. ITB  
05.-15.03. Genfer Autosalon  
Ab 26.3. CMCX @Home per Stream |
- Mobility I (Automotive Sector Marketing)  
- Out-of-Home  
- Drupa Traid Fair 2020 | 02.-03.04. BVDA Frühjahrstagung  
23.04. Radio Advertising Summit IVW I/20 |

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| W&V 5/2020 - May | W&V Issue topic: Experience  
  - Regional Marketing I  
  - Healthcare and Wellbeing  
  - Young Target Audiences  
  - Moving Image  
  - Finance Marketing  
  - Emotion Selling  
  - Customer Experience | 07.05. PlakaDiva  
  12.–13.05. OMR Festival  
  12.05. Best of Content Marketing  
  19.–20.05. Kongress der Dt. Fachpresse | 12.–24.05. ADC Festival  
  26.05. W&V Sportmarketing Summit  
  28.05. W&V MAKE DUS  
  28.05. Create Purpose by W&V |
| W&V 6/2020 - June | W&V Issue topic: Communities  
  - Regional Marketing (German-speaking Europe)  
  - Content Marketing / Native Advertising / Influencer Marketing | 03.–04.06. Screenforce Days  
  15.06. W&V MAKE HH  
  16.–26.06. Drupa | LAE**  
  29.06.–01.07. W&V Munich Marketing Week  
  30.06. Deutscher Mediapreis |
| W&V 7/2020 - July | W&V Issue topic: on request  
  - TV, Cinema & Online Video  
  - One-to-One Marketing  
  - Sports Marketing II | 01.07. W&V Meetnight  
  16.07. W&V MAKE STR  
  07.–08.07. Lokalrundfunktage  
  07.–08.07. Packaging Summit | IVV II/20 |

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<td>W&amp;V 8/2020 - August</td>
<td>W&amp;V Issue topic: on request Advertising Copy Testing • Advertising Articles II • Decision Makers • Best Age Marketing • Living &amp; Lifestyle • E-sport</td>
<td>Kinder-Medien-Studie** 25.-29.08. gamescom 24.-25.8. SMX München Sommer Edition</td>
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| W&V 10/2020 - October | W&V Issue topic: Media planning  
  • Trade Fairs & Events                                                                 | Automotive Brand Contest**  
  07.-10.10. Expopharm  
  13.-14.10. Internet World Expo  
  13.10. W&V Future Driven Marketing Day  
  14.-18.10. Frankfurter Buchmesse IVW III/19 | 29.10. W&V MAKE FF  
  26.-30.10. Cannes Lion  
  28.-29.10. Research & Results  
  28.-30.10. Medientage München  
  15.-16.10. BVDA Herbsttagung  
  Oktober W&V Green Marketing Day |
| W&V 11.1/2020 - November | W&V Issue topic: on request  
  • Ad Trends 2020  
  • Regional Marketing II  
  • Premium Marketing                                                                 | OWM Fachtagung**  
  25.11. W&V MAKE MUC |
| W&V 12/2020 - December | W&V Issue topic: on request  
  • Focus Diversity  
  • Sports Marketing III  
  • New Work                                                                |                                                   |

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