

SUBJECTS & SCHEDULE

1ST HALF OF THE YEAR 2022

Month	Issue*	Topics*	Industry dates* // Become a partner at W&V and Internet World events.	
January	W&V 1/2022 ET 5 Jan/AS 13 Dec/DS 15 Dec	Headline topic: Forecasting ▪ Sports marketing	IVW IV/20	5–8 Jan CES 14–16 Jan DLD
February	W&V 2/2022 ET 02 Feb/AS 17 Jan/ DS 19 Jan	Headline topic: Direct to Consumer ▪ Media planning I	21-25 Feb Moonova – World of Digital Commerce and Marketing	28 Feb–3 Mar Mobile World Congress
March	W&V 3/2022 ET 2 Mar/AS 14 Feb/DS 16 Feb	Headline topic: Brands ▪ Sustainability/Attitude ▪ Audio	23.-24. Mar W&V Green Marketing Day 1/22	09–13 Mar ITB 16–17 Mar SMX 17–20 Mar Leipzig Book Fair 20–22 Mar TWENTY2X 22–23 Mar SPOBIS
	W&V Executive Briefing 1/2022 ET 2 Mar	Topic: Social Commerce		
April	W&V Executive Briefing 2/2022 ET 6 Apr	Topic: Online-Liveshopping	28 Apr W&V Sports Marketing Summit IVW I/22	Radio Advertising Summit** 26–27 Apr d3con 26–28 Apr PSI 26–28 Apr Viscom Drupa (not until 2024)
May	W&V Executive Briefing 3/2022 ET 4 May	Topic: Metaverse	05 May Deutscher Mediapreis 11 May W&V Podcast Day 1/22 18-19 May Online B2B Conference W&V MAKE 1**	PlakaDiva** 17–18 May OMR Festival 5–6 May BVDA Frühjahrstagung ADC Festival** B2B Media Days (Kongress der Dt. Fachpresse)**
June	W&V 4/2022 ET 1 Jun/AS 12 May/DS 16 May	Topics include: ▪ Regional Marketing ▪ Moving image	01-02 Jun Marktplatz Convention	8–10 Jun Re:publica Screenforce Days** Best of Content Marketing** 20–24 Jun Cannes Lions
	W&V Executive Briefing 4/2022 ET 1 Jun	Topic: Advertising in Podcasts		

* Subject to changes. Further topics upon request. [W&V Executive Briefing](#) is a digital-only product. ** Dates not yet fixed.



SUBJECTS & SCHEDULE

2ND HALF OF THE YEAR 2022

Month	Issue*	Topics*	Industry dates* // Become a partner at W&V and Internet World events.	
July	W&V Executive Briefing 5/2022 ET 6 Jul	Topic: upon request	IVW II/22 Lokalrundfunktag** LAE**	
August	W&V Executive Briefing 6/2022 ET 3 Aug	Topic: upon request	Children's Media Study** 24–28 Aug gamescom	
September	W&V 5/2022 ET 7 Sept/AS 19 Aug/DS 23 Aug	Topic include: ▪ Digital Marketing ▪ Mobility	27-28 Sep AmazonWorld Conference	2–6 Sept IFA 20–25 Sept IAA Nutzfahrzeuge 21–22 Sept DMEXCO 25–27 Sept Bits & Pretzels VDZ Digital Innovators' Summit** NEXT** 13–15 Sept Zukunft Personal 14–17 Sept Expopharm Automotive Brand Contest**
	W&V Executive Briefing 7/2022 ET 7 Sept	Topic: upon request		
October	W&V Executive Briefing 8/2022 ET 5 Oct/AS 15 Feb/DS 17 Feb	Topic: upon request	W&V MAKE 2** 11–13 Oct W&V Green Marketing Day 2/22 18–19 Oct Social Media Conference 25–26 Oct Payment Summit SEO/SEA World**	Medientage München** BVDA Fall Conference** 19–23 Oct Frankfurt Book Fair IVW III/22
November	W&V 6/2022 ET 2 Nov/AS 13 Oct/DS 17 Oct	Topics include: ▪ Media planning II	30 Nov W&V Podcast Day 2	25-27 Nov ISPO VDZ Publishers' Summit** OWM Summit & Advertisers' Night** GWA Effie**
	W&V Executive Briefing 9/2022 ET 2 Nov	Topic: upon request		
December	W&V Executive Briefing 10/2022 ET 7 Dec	Topic: upon request		

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