



# The 16th Annual Terry O'Malley Lecture in Marketing and Advertising

A new model for a new world — the agency of the future.

With tremendous economic headwinds in flat to declining categories, stiff competition and budget pressures, clients have begun asking fundamental questions on how to get the most from their agencies, how to effectively resonate with consumers, how to differentiate from their competition and how to drive their business forward.

The answer isn't a simple one. Born in a time of tremendous economic growth, uniform consumer preferences and only a handful of media choices, today's established agencies were designed largely for a world that existed 50 years ago.

For the past three years, Andrew Bailey has led an agency of the future. A new kind of agency model, designed to answer the needs of today's biggest client challenges and to connect with consumers on their terms.

In this lecture, Andrew will talk about the evolution of the advertising business, what an agency of the future looks like today, what the future has in store for us and how you can best position yourself to excel in this revolutionary time in advertising and marketing.

**Tuesday, Nov. 22, 2016**

**7:30 p.m.**

**Sean O'Sullivan Theatre**

**The event is free — but tickets are required. Please pick up your tickets in the Development and Alumni Relations Office, Thistle 265, or email [events@brocku.ca](mailto:events@brocku.ca)**

The Department of Communication, Popular Culture and Film is pleased to host this annual lecture.