



PTTOW!NXT 2023

TOOLKIT

PREPARING FOR TAKEOFF: TACTICS FOR NAVIGATING THE PTTOW! NEXT SUMMIT

We can't wait to see you at the PTTOW! Next Summit! Check out this orientation recap to feel ready to connect and learn. Tips from the best in the business (our PTTOW! Mentors) are inside this toolkit, so let it be your guide for a successful experience.

Contributors:

Sofia Hernandez // Global Head of Business Marketing // **TikTok**
Tesa Aragonés // President, North America // **AKQA**
Dan Levi // EVP, CMO // **Clear Channel Outdoor**
Courtney Balzer // CMO // **Boisson**



Sofia Hernandez
Global Head of
Business Marketing



Tesa Aragonés
President, North America



Dan Levi
CMO & EVP



Courtney Balzer
CMO



Sofia Hernandez // Global Head of Business Marketing // TikTok

Innovative leader. Change agent. Entrepreneur.

Sofia Hernandez leads short-form video platform designed to inspire creativity and bring joy. She's responsible for building innovative marketing solutions that help brands become TikTok fluent and engage with their communities through powerful and creative storytelling.

Tesa Aragonés // President, North America // AKQA

Tesa Aragonés has more than 25 years of brand leadership experience and a proven track record for cultural contribution and celebrated innovation with organizations including Nike, Volkswagen, Apple, Xbox, Bacardi and Universal Studios. She had a ten-year career at Nike, credited as an inventor on 12 patents filed by Nike, Tesa's assignments included Nike+, NikeID and the Nike+ Training Club.

Most recently, Tesa served as CMO at the biggest gaming social media platform Discord, and CMO at VSCO. She is on the Board of Directors at banking app Dave (nasdaq: dave) and Tillys (nyse: tyls).

Dan Levi // EVP, CMO // Clear Channel Outdoor

An entertainment & media marketing guy, bringing a digital & data-driven approach to the oldest ad medium - billboards - while actively working to support our communities and make the world a better place.

Courtney Balzer // CMO // Boisson

Courtney's passion is rooted in connections, specifically connecting consumers with brands via the unconventional. She's thrived in the fast-paced environments of both experiential and digital marketing, molding her to become a highly versatile and dynamic leader. For over a decade, she's honed her skills on both the agency and client sides, creating groundbreaking activations and cam-paigns for brands across North America including Heineken, Harley Davidson, Campari, Meta, Ameri-can Express, Moët Hennessy, Food Network, Constellation Brands, Klarna, and Airbnb.



Key Learnings

Sofia Hernandez (TikTok)

How You Show Up

- Connect on a human level before anything else.
 - Lean into the energy of letting go and being vulnerable with those around you.
 - You're building direct friendships - when asking to stay in contact, prioritize exchanging numbers as opposed to connecting on LinkedIn.
- Be present.
 - Delegate your work in advance so you can remain present onsite. It's important to disconnect from everything else.
 - Try to avoid heading back to the room for as long as you can. Go to the bar, walk around the lobby, go to the gym, stay in the mix!
- When selecting breakout programming, opt for the least expected topics. Force yourself to be uncomfortable.

Tesa Aragonés (AKQA)

Open Mindedness

- Even if you're not an extrovert, the PTTOW! community can be extremely welcoming.
 - If you feel uncomfortable walking up to someone, you can also ask someone in the PTTOW! family to help make the connection.
- Come as the person you are first, your job title & company comes second.
 - When connecting with others within the community, prioritize talking about what you think and why, as opposed to everything you've already achieved.

Finding Inspiration

- This is an opportunity to get out of the office, but also to think beyond what you do on a day-to-day basis.
 - Continue to contribute, engage in conversation, and seek to understand. This experience will expand your perspective and open your mind to be creative in additional ways.
- Come with a giving mindset and ask "how I can be of service to others".
 - Generosity serves as a fantastic foundation to working relationships.



Key Learnings

Dan Levi (Clear Channel Outdoor)

Connections

- Don't project an ingenuine version of you. Be yourself and be willing to demonstrate vulnerability.
 - If you're transparent and upfront with people, you'll get the most of the experience.
- While it's important to stay present during the event, post-summit follow-ups are just as important.
 - Don't let the connections you make disappear. Create an effective system that works for you when it comes to detailing the many conversations and connections you make throughout your experience.

Not Your Average Conference

- While there is an obvious commercial value to joining the PTTOW! community and attending the summit, it shouldn't serve as the primary benefit.
 - Many of the initial connections you make might not possess any partnership potential but they may prove beneficial in the long run.
- Find something you wouldn't normally do and do it.
 - It's easy to walk past the lobby bar and head to your room and work. Opt for the more uncomfortable choice and stay and connect.
 - Walk up to someone you've never met and introduce yourself.

Courtney Balzar (Boisson)

Simply Say, "Yes"

- Study the agenda.
 - There will be an inclination to join familiar programming topics but you must push yourself beyond the norm.
- Connect with others on a personal level and set the tone for a connection that is long-term, as opposed to a one-time interaction.

Fill Your Tank

- You may be here to represent your company but this community is meant for you as much, if not more, than it is for your org.
 - Speak up, engage, and don't be afraid to use your voice.
 - Even if you walk away with one connection or one thing you learn, embrace it.
- Traditional conferences can often feel overly transactional but not PTTOW!

Watch The Replay [HERE!](#)