



# Fabiano Destri Lobo

Managing Director, Latam



# About MMA Latam

- *The MMA in Latin America has ongoing powerful initiatives in: Argentina, Brasil, Mexico, Chile and Colombia in local languages (Portuguese and Spanish)*
- *We host amazing events from the “flagship” IMPACT in the 3 major local councils (Argentina, Brasil and Mexico) to INNOVATE which we host in Brasil and Hispanic Latam where we bring innovation in marketing as a main pilar of its content.*
- *This year we are disrupting regional and local Smarties by tokenizing the award into an NFT that will be showcasing a digital art and forever changing the way we celebrate creativity and business impact in the region*

# || Key 2022 Programs in Latam

*Content and Knowledge - Publications: Marketing Future Trends, CMO UnPlaybook, CX Playbook, Data Playbook, Creators Playbook, Intelligent Creative Playbook, Metamobility Playbook, Retail Media Playbook, Web 3.0 Playbook and a few others*

*Podcasts: Masters of Mkt (third season) and Game Changers (second season)*

*Program: Diversity and Inclusion platform – Conectades (including events, podcasts and Playbooks)*

*Awards platform – Smarties (first award in the world to be tokenized into an NFT) + workshops with artist and creative officers, podcast and Showcase Yearbook*

# 2022 Events Across Latam

- *To Kickoff the year and mid year*
- *Kickoff Brasil – Feb / Kickoff Argentina - Mexico – March 17 and 23*
- *Preload Brasil early August / Preload Argentina mid August*
- *Main Events:*
- *Impact Brasil (April 5 and 6<sup>th</sup>), Impact Argentina (Early June), Impact Mexico (Late August), Innovate Brasil (mid October), Innovate Latam (Early November)*