



April 19th 2017  
Immediate release

## Our special guest at the opening conference : Peter Sherman, Executive Vice President Omnicom

Rencontres Professionnelles Research / Data / Insights  
**20 et 21 avril 2017 au Palais Brongniart à Paris**



Our special guest from New York, Peter Sherman, Executive Vice President, Omnicom, second largest global Communication and Marketing Group, will open Le 6<sup>th</sup> Printemps des Etudes Show with a presentation on “Reconnecting with the Consumer” on the 20<sup>th</sup> April from 9.30 to 10.30 am in the Grand Auditorium.

### Omnicom, second largest global Communication and Marketing Group

Operating in over 100 countries, with more than 1500 agencies and over 74,000 specialists serving more than 5000 Clients, Omnicom was founded on the philosophy of empowering the creative identity of each of their individual brands.

Omnicom agencies are constantly evolving as new technologies and innovations lead to a proliferation of media channels, consumer interactions, and real-time data while delivering the deep expertise that exists within their brands through platforms that connect around the consumer.

Year after year, Omnicom agencies win the lion’s share of industry awards. In 2016, 90 Omnicom agencies totaled more than 300 awards at the annual Cannes Lions International Festival of Creativity.

### How to reconnect with the consumer ?

In his presentation Peter Sherman will discuss how the marketing communications industry as a whole can put humans and human insights back at the center of the equation.

**Le Printemps des études Show: April 20<sup>th</sup> – 21<sup>th</sup> Palais Brongniart, Paris**

### **For more information on le Printemps des études**

Le Printemps des études, the annual gathering for MR professionals Research / Data / Insights is the brainchild of the Re-Création coalition. Within a few years it has become the French and European reference in the Marketing Research Industry. It offers in a single venue a full and diversified range of deliverables with a high quality content, bringing together several thousand visitors, market research and marketing professionals and business executives.

Le Printemps des études is managed by Empresarial.

For more details please log on : [www.printemps-etudes.com](http://www.printemps-etudes.com) / @PrintempsEtudes / Facebook Printempsdesetudes

### **Printemps des études Contact**

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