Unlock what’s possible today to drive progress tomorrow. Put Google AI to work for you.

Join Google at POSSIBLE 2024 from April 15–18 at the Fontainebleau in Miami Beach. Brought to you by the MMA, POSSIBLE explores the future of marketing, communication, culture, and technology, featuring the world’s most influential industry leaders. Below is a snapshot of Google’s presence through the week:

**Google Keynotes**

Hear how AI helps marketers navigate a rapidly shifting landscape where uncertainty and possibility intersect.

**The Neverending Search for AI Possibilities**

*Date:* Tues, April 16, (10:00 AM)  
*Location:* Inspiration Hall  
*Speakers:*  
  - Sean Downey, President, Americas and Global Partners, Google  
  - Laura Jones, CMO, Instacart

We’ll delve into how our fundamental mission as marketers remains the same, but AI will change how we do it all. Laura and Sean will discuss the real-world challenges and rewards of this transformation, from AI-powered product innovation to marketing-made revenue growth.

**Leading Marketers are Preparing for Third-Party Cookie Deprecation. Are you Ready?**

*Date:* Tues, April 16, (3:50 PM)  
*Location:* Vision Hall  
*Speaker:*  
  - Amit Varia, Director of Product Management, Privacy Sandbox, Google

We’ll discuss how future-thinking marketers are preparing their brands for third-party cookie deprecation. Hear about the most innovative solutions being built on the Privacy Sandbox to enhance online privacy for consumers, and preserve the ability for marketers to reach their customers and measure effectively. And learn what you can do today to get ready for the post-cookie world.

**Google-led Workshops**

Put insight into action at our workshops that will help you prepare for the future of marketing with privacy-first solutions and short-form video mastery.

**Measurement & Reporting in a Post-Cookie World**

*Date:* Mon, April 15, (2:00 PM)  
*Location:* Flicker Room 1  
*Speaker:*  
  - Barb Smith, Global Lead, Privacy Partnerships, Google

Now is the time to ensure you have a durable plan for digital ad measurement. Join our interactive workshop for a deep dive into the Privacy Sandbox technologies that support digital measurement for your ad campaigns, in a privacy-preserving way. We’ll share key use cases to demonstrate how you can maintain the insights, reports and metrics that matter most to your brand.

**Masterclass**

Mastering the art and science of storytelling on YouTube

*Date:* Wed, April 17, (11:05 AM)  
*Location:* Flicker Rooms 1-2  
*Speaker:*  
  - Abigail Posner, Director, US Creative Works, Google

We’ll explore trends and insights to help you understand the creative possibilities of multi-format marketing. In particular, we’ll dive deep on short-form video and how to best show up in viewers’ feeds. We’ll also unveil research-backed creative best practices that make ad creation for Shorts easier and more exciting than ever.
Join Google & POSSIBLE for our welcome reception, where you can network with your industry peers and Google partners over music and drinks.

**Welcome Reception**

**Date:** Mon, April 15, (6:00 PM - 8:00 PM)
**Location:** Bleau Bar, Fontainebleau Lobby

Join Google & POSSIBLE for our welcome reception, where you can network with your industry peers and Google partners over music and drinks.

**Adapt & Thrive: Navigating the Post-Cookie Era for Digital Ad ROI**

**Date:** Tues, April 16, (12:50 PM)
**Location:** Outside Lawn, Fontainebleau

**Moderators:**
- Tew Boonyawan, Head of US Sector, Google
- Jess Hsia, Head of Industry, Google
- Alexis Howell, Senior Advisor, Google

We’ll delve into challenges and opportunities presented by the upcoming third-party cookie deprecation, and explore innovative strategies for digital advertising that go beyond traditional cookie-based approaches.

**Drive Profitable Growth with AI-Powered Commerce**

**Date:** Tues, April 16, (12:50 PM)
**Location:** Outside Lawn, Fontainebleau

**Moderators:**
- Andrew Hotz, Director Programmatic, Google
- Arcadius Mbagaya, Senior Data Lead, Google
- Melissa Baldwin, Senior Retail Media Executive, Google

We’ll discuss the challenges and opportunities in the evolving commerce media space, exploring how AI can help them put media, audience and targeting to work in service of their commerce goals.

**Opportunities to Connect**

Meet with experts and build meaningful industry relationships.

**Google-Led Table Talks**

Sit down with your peers and Google product experts to discuss AI-driven growth strategies in a cookieless world.

**Human:Human by Google**

**Date:** Thurs, April 18, (8:30 AM - 10:30 AM)

For the first time ever, we’re bringing the transformative Human:Human (H:H) experience to POSSIBLE. This unique program is designed for leaders ready to create an environment of inclusivity and belonging within their teams and organizations. H:H goes beyond traditional learning methods, inviting you to examine your experiences, build deep empathy, and develop the tools to foster a truly connected community.

**Drive Profitable Growth with AI-Powered Commerce**

**Date:** Tues, April 16, (12:50 PM)
**Location:** Outside Lawn, Fontainebleau

**Moderators:**
- Andrew Hotz, Director Programmatic, Google
- Arcadius Mbagaya, Senior Data Lead, Google
- Melissa Baldwin, Senior Retail Media Executive, Google

We’ll discuss the challenges and opportunities in the evolving commerce media space, exploring how AI can help them put media, audience and targeting to work in service of their commerce goals.

**Google-Led Inclusive Leadership Experience**

Don’t miss this paradigm-shifting inclusion and belonging experience.

**Privacy Sandbox & Meeting Space**

**Date:** Tues, April 16 - Wed, April 17, (1:1 privacy readiness check-up and cookie usage audit for your website)
**Location:** Expo Hall

Come by the Privacy Sandbox’s demo and meeting space in the heart of POSSIBLE’s expo hall for a 1:1 privacy readiness check-up and cookie usage audit for your website.

Helpful pre-reads:

- [Meeting the AI moment with action and change](#)
- [Marketing is at an inflection point. Here's why that's an opportunity](#)
- [Put Google AI to work with Search ads](#)