



March 5th & 6th 2025  
Industria Williamsburg, Brooklyn, NY #YMSNYC



# Together towards tomorrow

Event partners for 2025 announced soon.



# Join our network



# We are returning to the US to celebrate the **9th year** of YMS NYC



800+

SENIOR MARKETING &  
DIGITAL LEADERS

300+

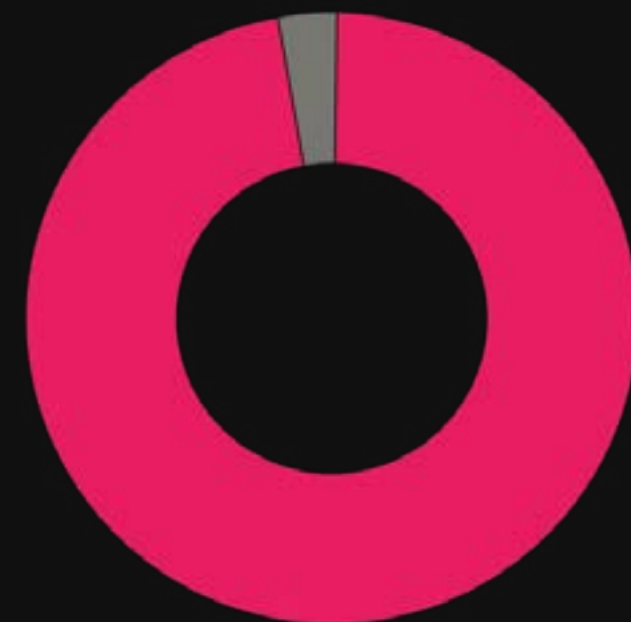
GLOBAL BRANDS

20+

CULTURALLY RELEVANT  
EXHIBITORS

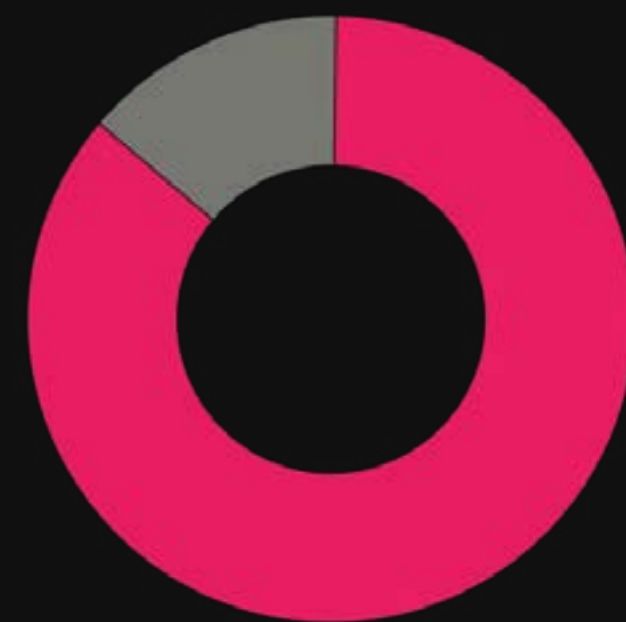
8

CONTENT TRACKS  
SPLIT BY INDUSTRY



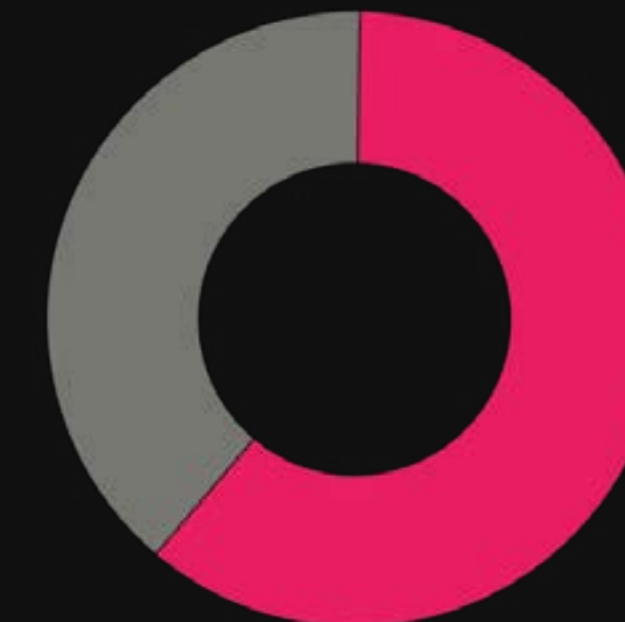
97%

97% OF THE US'S TOP 100  
ADVERTISERS REPRESENTED  
AT YMS NYC



86%

86% OF DELEGATES  
WILL INFLUENCE NEW  
PARTNERSHIP DECISIONS



61%

61% OF DELEGATES WILL  
BE FINAL DECISION-MAKERS  
IN NEW PARTNERSHIPS



# YMS is disruptive, trending and immersive



With a focus on the Gen Z demographic, our event is high energy! Attracting the most innovative exhibitors, our festival themed event offers the opportunity to interact with the latest technology, sample our street food festival and experience dynamic performances that mirror Gen Z culture. The event takes place at Industria Williamsburg, Brooklyn, NY.

**Grab your early bird tickets today with our limited time offer of three tickets for \$600 [HERE](#).**

**Three tickets to the full YMS festival. Including all main stage sessions, breakout tracks, networking, food festival & YMS networking drinks. Get a FREE copy of our Youth Trends Report with every purchase.**



# What are industry leaders saying about YMS?

“



Youth marketing is everything. Gen Z are defining, shaping and influencing every other segment. It is the market to win.

Global Head of Brand Marketing, YouTube

”

“



I loved walking around and being exposed to how many brands, companies and causes are involved and connected to the world of today's youth.

Head of Brand Development EMEA, Instagram

”

“



The diversity of YMS is outstanding. Learning things you didn't even know you needed to learn.

CEO, Social Chain

”

“



I was really impressed by the speakers you brought out, and so glad I could attend.

Justin Abrams, Red Bull

”

“



Quite simply one the most insightful, forward thinking events I have attended.

Head of Social, Nike

”



# Day 1

## Trends and Culture Chat

Work smarter not harder on your influencer marketing strategy. Hear from the brands and creators that have been testing, learning and winning.

## Gen Alpha & What's Next

Introducing a brand new track for 2025! Prepare for another generational shift - there's a new kid on the block. It's loud, opinionated, and you probably don't understand it.

## Shopping & Spending with Zalpha

What do next gen consumers want from their online or IRL shopping experiences, and how are brands tapping in? Discover the strategies fuelling shopping habits of Gen Z, plus what's coming next with Gen Alpha.

## Creators Lounge

Work smarter not harder on your influencer marketing strategy! In the creators lounge, you'll hear from the brands and creators that have been testing, learning, failing and winning.

## Next Level Tech

Be inspired by new tech, strategies and solutions for a next gen audience, plus explore how brands are driving innovation with AI, virtual worlds and immersive experiences.

# Day 2

## Trends and Culture Chat

Discover what's trending and how your organization can stay culturally relevant. From music, sport and gaming to social impact and the causes young people are passionate about, explore why youth culture should be at the heart of your campaigns.

## Social Media Conversations

Keep up with the ever-evolving pace of the social media landscape for Gen Z. Here, you'll discover new ways to build, measure and grow communities on the platforms young people love.

## Innovation on Campus

Delve into your student marketing strategy and how to keep it fresh. We'll show you who's disrupting the landscape right now, and give you the lowdown on what college students really want from on-campus advertising.

# Keep up Keep current

The youth marketing world will meet this March.

We thank you for your support whether you've attended one of our YMS events before or this is your very first festival with us, we cannot wait to welcome you to YMS NYC. Over the past 10+ years YMS has evolved into the largest youth marketing festival in the world. It's the one place where global brands and leading agencies can come together to discover the latest trends, youth perspectives and case studies from the industry's biggest players. You'll leave with the insights, tools and contacts you need to win over the most diverse, influential and ambitious generation of young people yet. On behalf of the team, we look forward to welcoming you to an exciting and vibrant YMS NYC.

To secure your YMS NYC tickets, contact us at:

Email: [ymsfestival@wearepion.com](mailto:ymsfestival@wearepion.com)

Visit: <https://www.wearepion.com/event/yms-nyc>



YMS is DICE certified. DICE stands for diversity and inclusion at conferences and events and at Pion we are 100% committed to this.

# YMS

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A PION! EVENT



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[SPONSOR YMS 2025](#)