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Nexus NYC Brings Together Producers, Brand Managers

By Julieanne Smolinski

The New York Television Festival will partner with Advertising Week on Nexus NYC, a meeting place for TV, digital and online content producers to meet corporate brand managers and executives.

Nexus NYC will be comprised of a series of structured meetings between creatives, investors, and brand professionals. Set to headline are Embassy Row Productions' Michael Davies, Reveille's Howard T. Owens and several producers represented by the William Morris Agency.

"Brands are adopting an increasingly active role in content development, and putting them in the room with established producers will only accelerate the creative process," said Terence Gray, founder of the TV festival. "Nexus fits perfectly with the NYTVF's mission of establishing new and innovative pipelines for producing cutting-edge video content."

Nexus NYC will be held Sept. 22 in New York City as part of the NYTVF and the fifth annual Advertising Week conference.

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