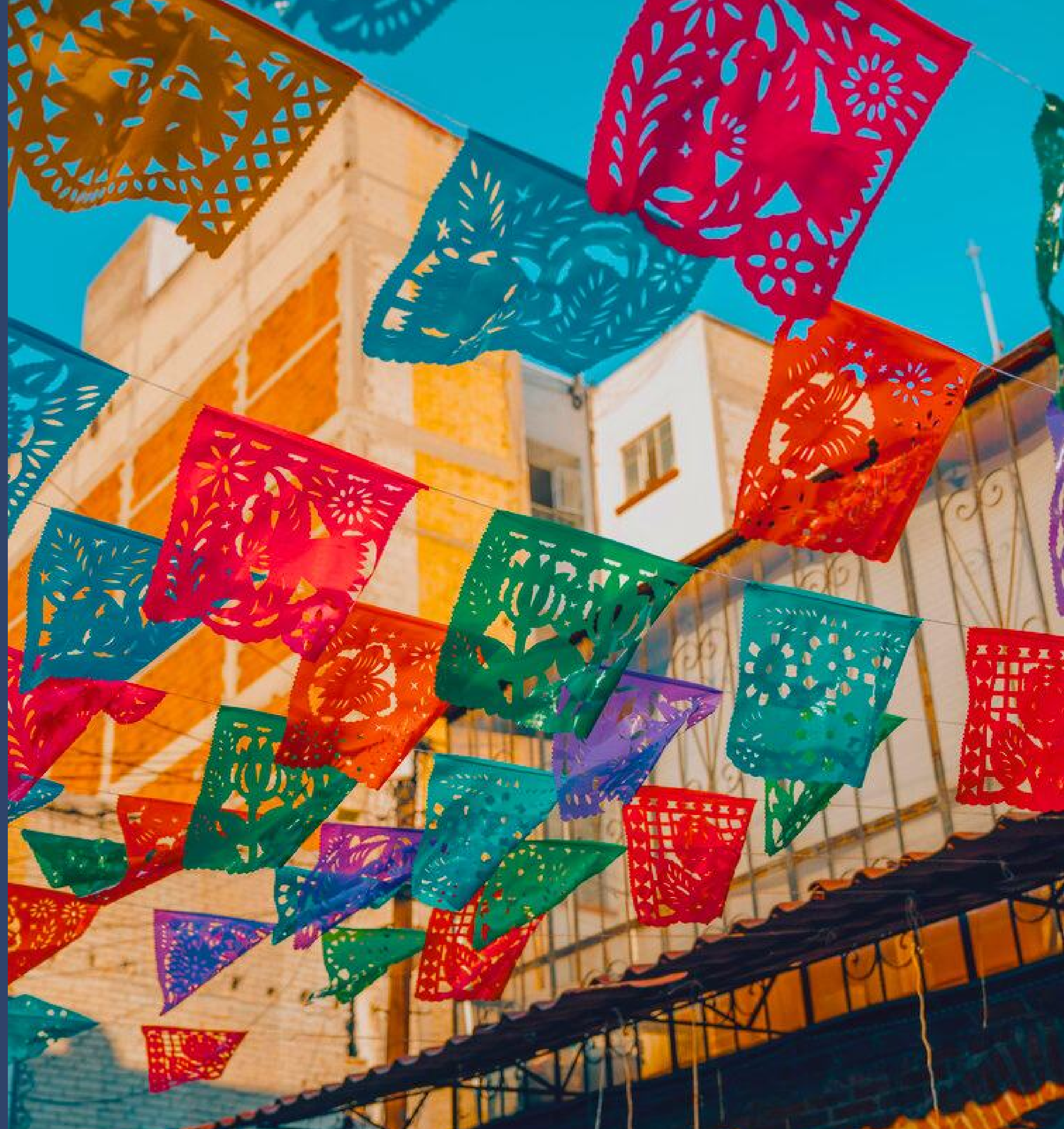


# GESC 2024: Mexico City

Version 2



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# Traditional Tiles



# Traditional Tiles

Inspired by the motifs found in traditional Mexican tiles, this design echoes the rich heritage and cultural tapestry of the region. With a vibrant colour palette that harmoniously resonates with Ticketmaster's saturated hues, this tile graphics embody the fusion of tradition and modernity, inviting attendees to immerse themselves in the captivating allure of Mexico City's artistic legacy.



# Traditional Tiles: Save the Date



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**19 - 21  
MARCH  
2024**



**19 - 21  
MARCH  
2024**

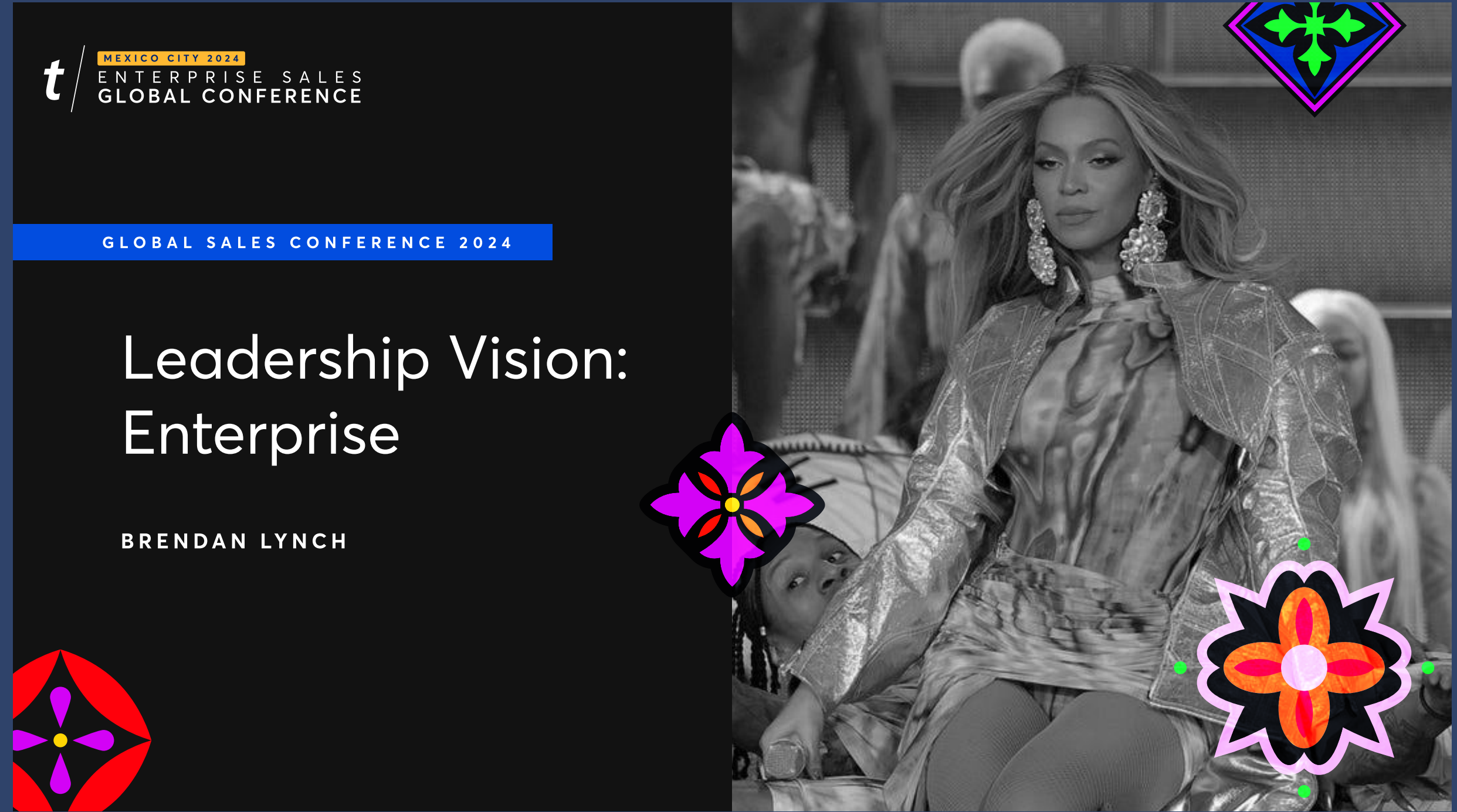
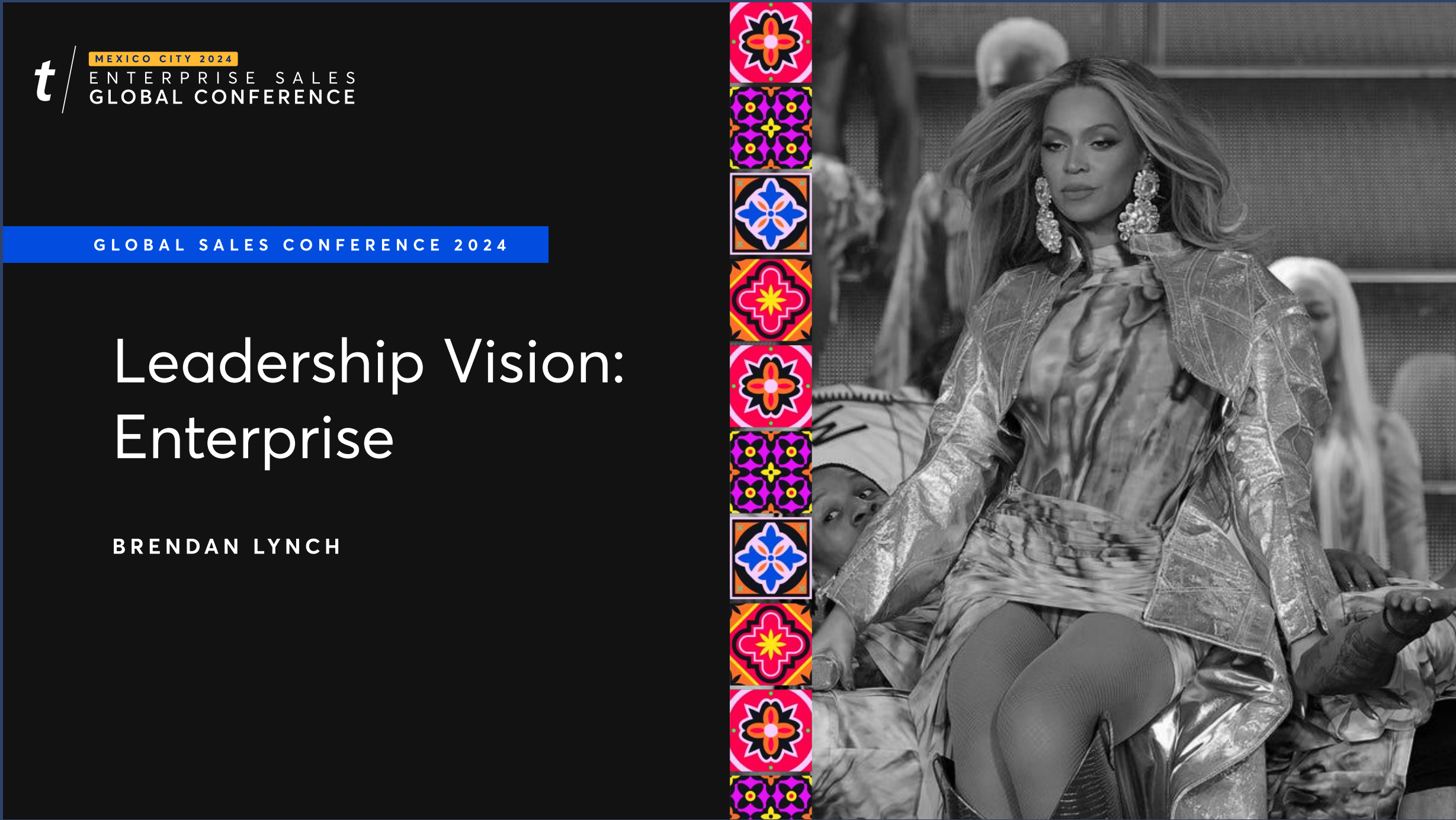
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MARCH  
2024**

# Traditional Tiles: Deck



# Traditional Tiles: Session Ad

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## Leadership Mindset Panel

14:00 · MAIN HALL



**JOHN SMITH**  
VP MUSIC

**JANE SMITH**  
VP MUSIC

**JO SMITH**  
VP MUSIC



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## Leadership Mindset Panel

14:00 · MAIN HALL

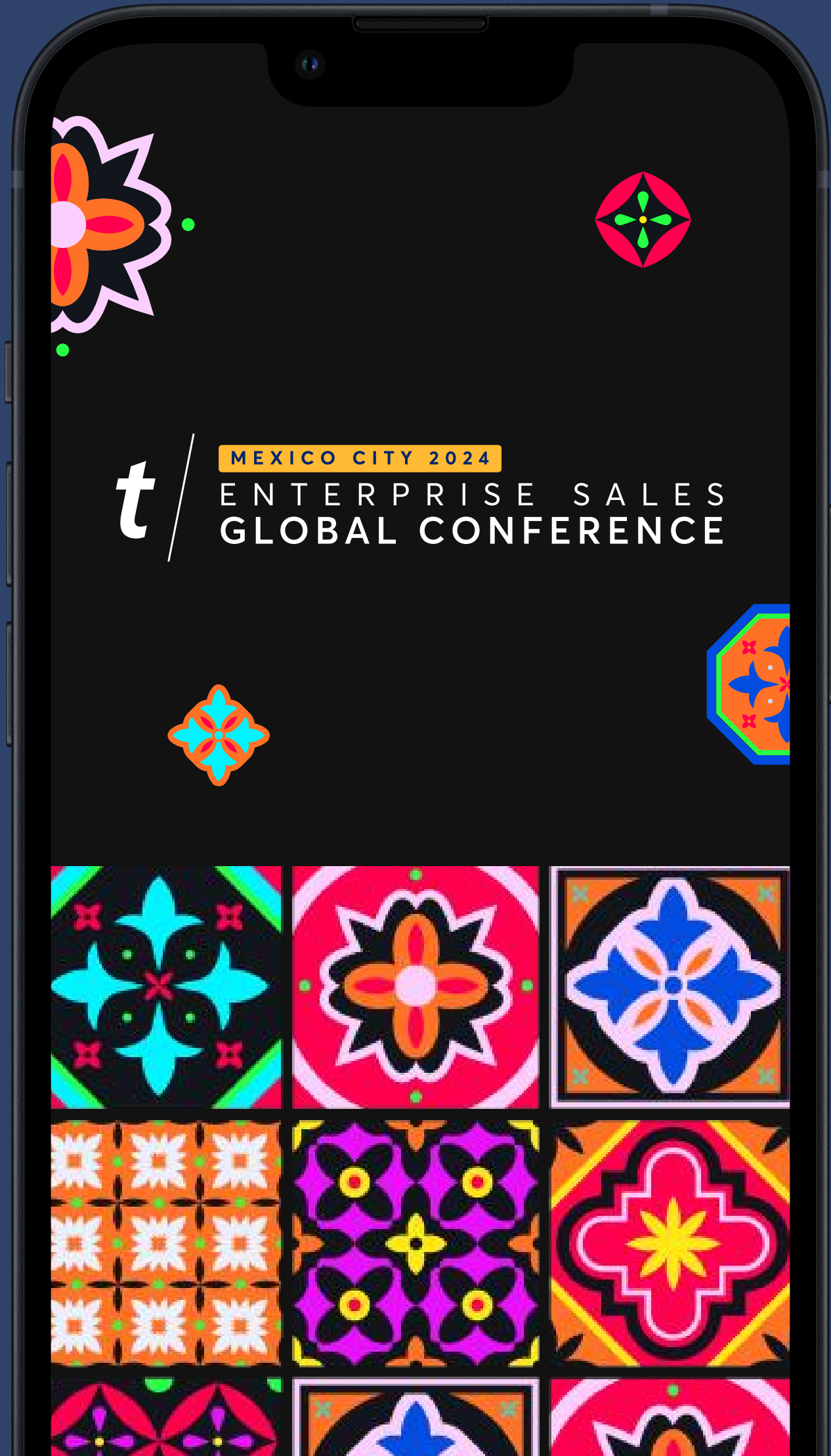


**JOHN SMITH**  
VP MUSIC

**JANE SMITH**  
VP MUSIC

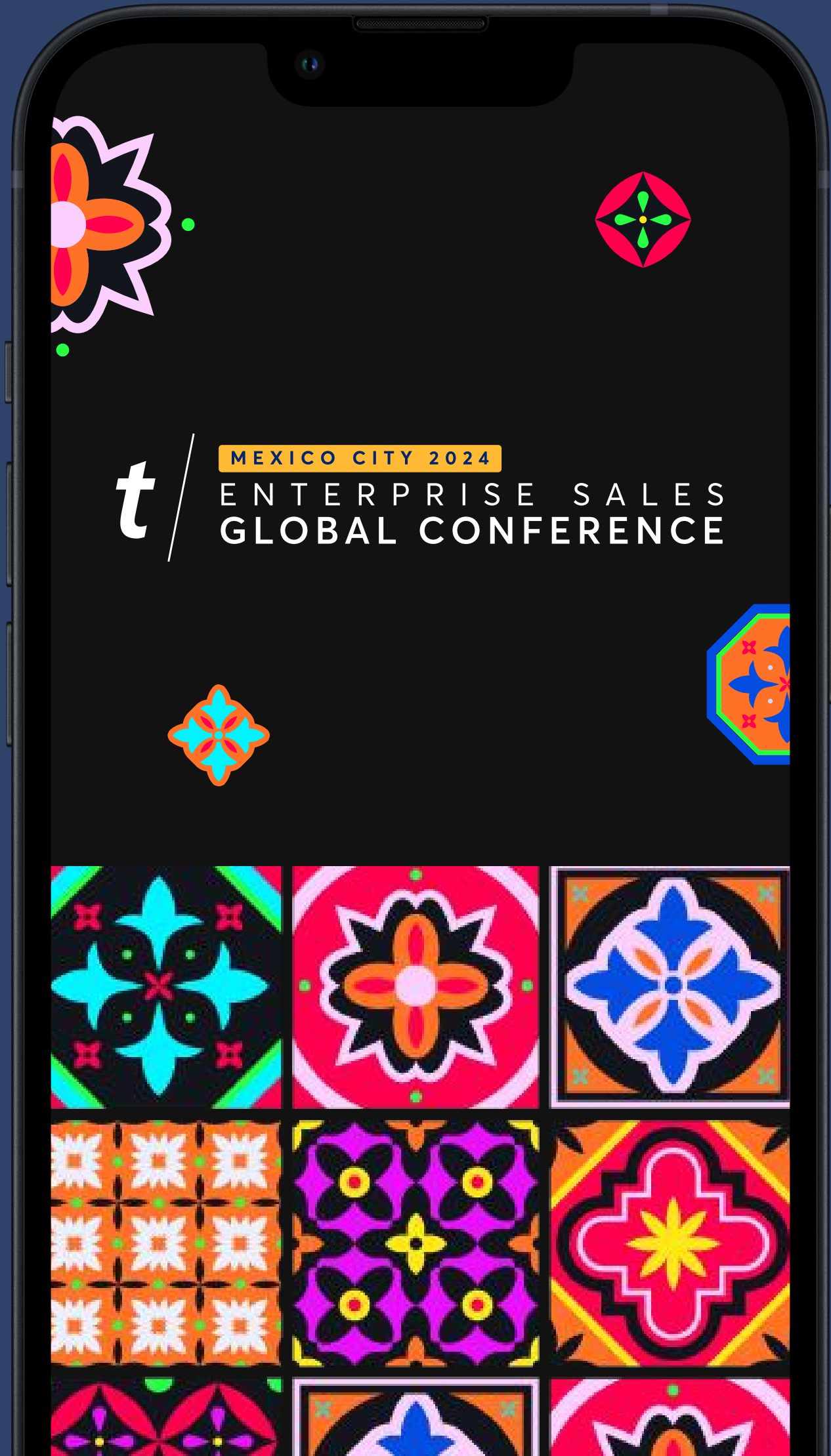
**JO SMITH**  
VP MUSIC

# Traditional Tiles: App Screen





# Traditional Tiles: App Screen



# Modernist Geometry



# Modernist Geometry



The second concept takes cues from the colourful modernist designs of architect Luis Barragan, inspired by his use of bold colours and clean lines that define Mexico City's contemporary style. This concept pays homage to Barragan, inviting everyone to explore the city's lively, vibrant spirit.



# Modernist Geometry: Save the Date



TM1 PALETTE

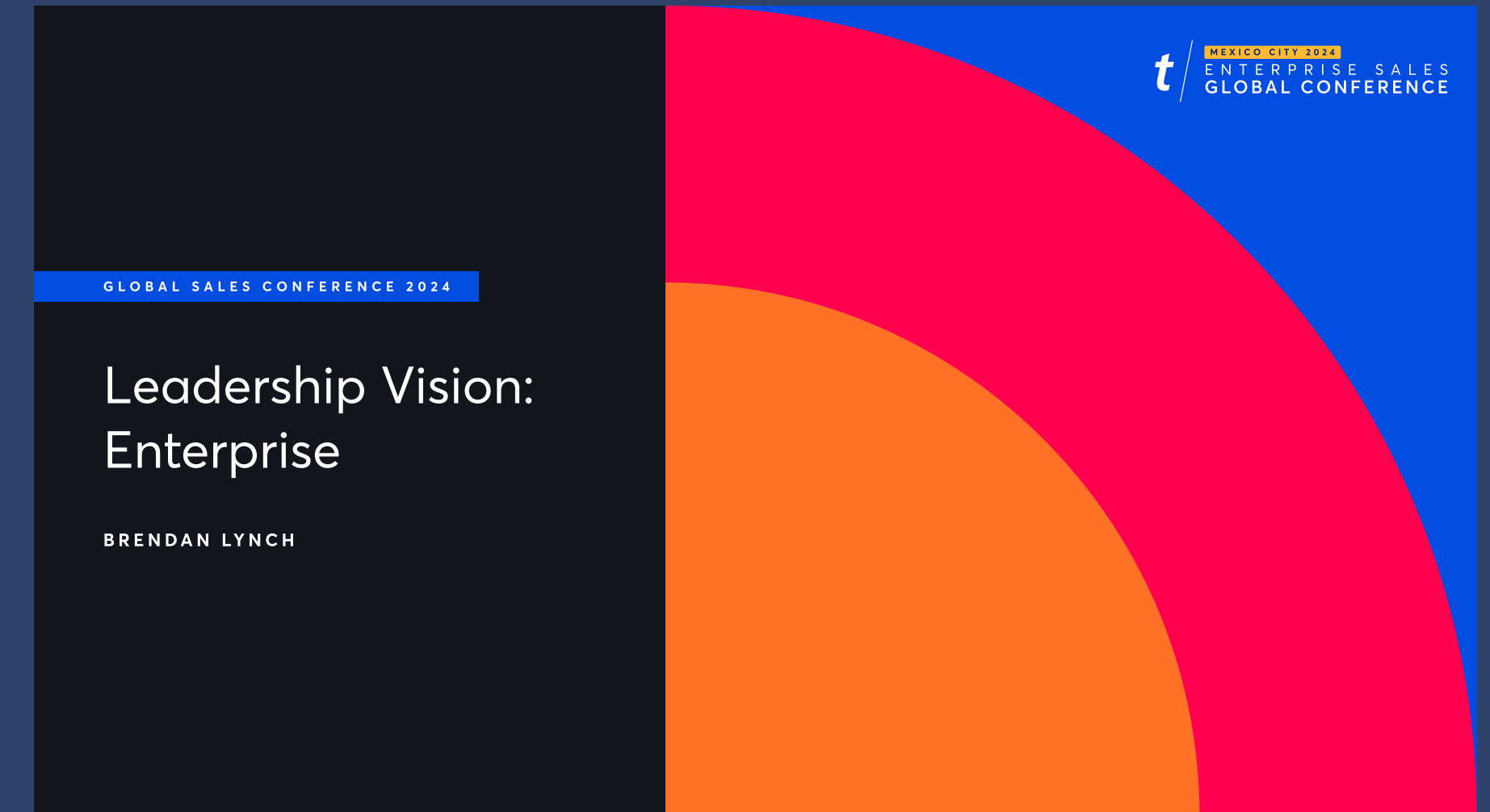
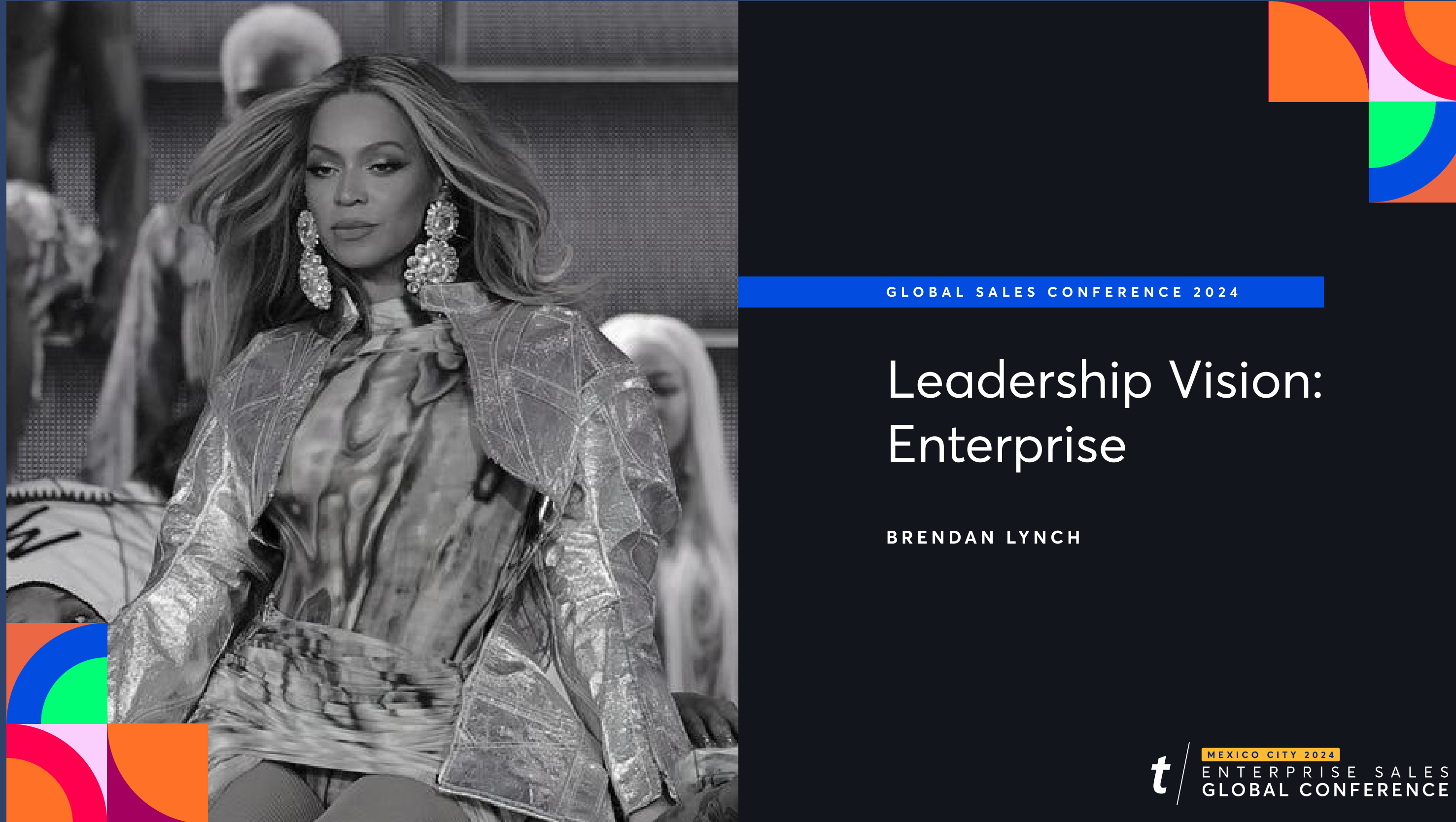


ORIGINAL ENTERPRISE PALETTE



MONOCHROME BLUE

# Modernist Geometry: Deck




# Modernist Geometry: Session Ad


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VP MUSIC



**JO SMITH**  
VP MUSIC

# Modernist Geometry: App Screen



# Modernist Geometry: App Screen





# Aerial Mexico City



iStock  
Credit: fe

# Aerial Mexico City: Save the Date



# Aerial Mexico City: Deck



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## Leadership Vision: Enterprise

BRENDAN LYNCH

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## Leadership Vision: Enterprise

BRENDAN LYNCH

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# Aerial Mexico City: Session Ad

The session ad features a dark background with vibrant, abstract geometric patterns in blue, orange, pink, and green. On the left, a blue horizontal bar contains the text 'GLOBAL SALES CONFERENCE 2024'. Below this, the title 'Leadership Mindset Panel' is displayed in large white font, followed by the time and location '14:00 · MAIN HALL'. On the right, the 't' logo is positioned above the text 'MEXICO CITY 2024' and 'ENTERPRISE SALES GLOBAL CONFERENCE'. The central focus is three black and white headshots of the panelists: John Smith, Jane Smith, and Jo Smith. Below each headshot is their name and title, 'VP MUSIC', in white text.

GLOBAL SALES CONFERENCE 2024

## Leadership Mindset Panel

14:00 · MAIN HALL

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GLOBAL CONFERENCE

**JOHN SMITH**  
VP MUSIC

**JANE SMITH**  
VP MUSIC

**JO SMITH**  
VP MUSIC

# Aerial Mexico City: App Screen

