



SOLVE SESSIONS

MOMENTMAXXING:CLARITY
IN THE AGE OF INFINITE ANSWERS
NOVEMBER 02–12, 2026

2026 SOLVE SESSIONS THEME

MOMENTMAXXING: CLARITY IN THE AGE OF INFINITE ANSWERS

Society is experiencing an unprecedented algorithmic takeover, where social media and new technologies like generative AI are increasingly shaping our decisions and realities. This has led to a powerful trend we are terming “MomentMaxxing” — the relentless pursuit to optimize and maximize each moment and experience in our lives.

This season of Solve Sessions will examine how people navigate the constant pressure to perform, consume, and validate the “here and now.” We will explore the implications of MomentMaxxing on the healthcare space, the challenges they bring, and how they are approached by different generations.

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Guest Speaker	Date and Time
From Feeds to Facts: How Social Media Shapes Young Adults' Decisions and Planning	Social media plays a significant role in how young adults access health information, form opinions, and make health-related decisions. This research-based talk explores the influence of social media platforms, influencers, and (sometimes) misinformation can have on young adults' choices within the larger context of growing up in a world where TikTok, ChatGPT and Instagram are part of the information landscape.	Dr. Devorah Heitner <i>PhD, Keynote Speaker on Growing Up in the Digital Age, Author of Screenwise and Growing Up in Public</i>	Monday, November 2nd 11:00 am – 12:00 pm EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Guest Speaker	Date and Time
To Come	To be announced	Johanna Faigelman <i>Cultural Anthropologist, Founder and CEO of HumanBranding</i>	Tuesday, November 3rd 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Guest Speakers	Date and Time
The Maxxing Lifestyle: Mapping Self-Care, Fitness, Nutrition, and Well-Being	An investigation of the deliberate intensification, optimization, or stacking of behaviors intended to improve appearance, performance, health, and well-being. The speakers will present a cultural map of maxxing, motivations to engage, and impact on well-being. Findings will offer implications for brands, cultural strategists, health communicators, and well-being researchers.	Janet Thompson <i>Cultural Strategy Leader</i> Dr. Collette Eccleston <i>PhD, Psychology and Behavioral Science</i>	Wednesday, November 4th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Guest Speaker	Date and Time
To Come	Navigating the “age of infinite answers” requires examining public health from systemic, policy, and trust perspectives. Prof. Sridhar's talk will examine why public health institutions struggle to reach people who are already influenced by algorithmic misinformation. She will also explore some of the systemic challenges surrounding trust and data accuracy.	Prof. Devi Sridhar <i>PhD, Professor of Global Public Health, University of Edinburgh Medical School</i>	Thursday, November 5th 09:00 am – 10:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Internal Speakers	Date and Time
The Average of Everything: Originality in the Age of Infinite Answers	Technology promised limitless possibilities. Instead, it may be nudging us toward uniform choices, habits, and ideas. As expertise becomes increasingly accessible, we'll explore a simple question: If everyone can access the best practices, what separates the memorable from the average?	Debo Chakraborty <i>SVP, Brand Strategist, Havas Life NY</i> Maria Rose <i>SVP, Group Strategy Director, Havas Life NY</i>	Monday, November 9th 10:00 am – 11:00 pm EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Internal Speakers	Date and Time
To Come	Where should we draw the line between optimizing ourselves to feel our best and accepting the full range of normal human emotions and experiences?	Mariya Valkodinova <i>Head of Strategy, Havas Life Paris</i> Lauren Moore <i>Senior Medical Director, Havas Life SF</i> Fran Griffin <i>Head of Strategy, Havas Life London</i>	Tuesday, November 10th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Internal Speakers	Date and Time
To Come	To Come	Libby Dwyer <i>Executive Strategy Director, Jacques NY</i> Caroline Jamieson <i>SVP, Group Strategy Director, Arnold NY</i>	Wednesday, November 11th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 02 – THURSDAY, NOVEMBER 12

Session Title	Description	Internal Speakers	Date and Time
To Come	To Come	Lilian Galarraga SVP Strategy, Jacques Madison Aimee Luers-Franco VP, Medical Director, Havas Life Chelsea Ed Reilly VP, Strategy, Havas Life NY	Thursday, November 12th 10:00 am – 11:00 am EST