3rd REAL-TIME ADVERTISING SUMMIT

London, UK

November 9-10 2016

Key Topics:

- Current State of Programmatic, Market Size & Growth • Overcoming Challenges in Attribution Modelling
- Cross-Channel Programmatic • EU Data Privacy Regulation
- Addressing Concerns around Fees in Programmatic • Best In-Class Strategies in Dealing with Ad Fraud
- Making the most from your DMPs • Mastering the Art & Science of Native Programmatic
- Moving On from Ad Blocking • Solving the Skills Gap in Programmatic
- Programmatic is not Killing Creative - Creative Programmatic Success Stories
- Gaining a Deeper Understanding of Mobile Programmatic • Addressable & Programmatic TV

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- Hubert Sosnowski • T: +48 61 646 9780 • E: hubert@acieu.net

ACI

Real-Time Advertising Summit

London, United Kingdom

Following the success of the RTA series over the past two years, ACI's 3rd edition of the **Real-Time Advertising Summit** will provide solutions to key challenges in the fast evolving programmatic trading industry.

Our expert speakers will provide you with insights into best practices and success stories, current and future trends in programmatic in 2016 and beyond.

Key Topics

- **Current State of Programmatic, Market Size & Growth**
- **Overcoming Challenges in Attribution Modelling**
- **Cross-Channel Programmatic**
- **EU Data Privacy Regulation**
- **Addressing Concerns around Fees in Programmatic**
- **Best In-Class Strategies in Dealing with Ad Fraud**
- **Making the most from your DMPs**
- **Mastering the Art & Science of Native Programmatic**
- **Moving On from Ad Blocking**
- **Solving the Skills Gap in Programmatic**
- **Programmatic is not Killing Creative - Creative Programmatic Success Stories**
- **Gaining a Deeper Understanding of Mobile Programmatic**
- **Addressable & Programmatic TV**

Commercial & Sponsorship Opportunities

With leading advertisers and organisations from the programmatic industry attending and speaking at our event, we have the   perfect vehicle to provide outstanding exposure to a senior level audience.

There are varying sponsorship packages available, including sponsorship of a cocktail reception on the first evening of the event and sponsorship of a networking lunch. For further details, please contact:

Hubert Sosnowski +48 61 646 9780 /
hubert@acieu.net

Who Will You Meet?

Brands	Ad Networks
Media Owners	Ad Exchanges
Media Agencies	Ad Tech Companies: DMPs, DSPs, SSPs
Trading Desks	

Connect with us on Twitter for updates:
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Speaking Opportunities

If you would like to be considered as a speaker at the event for a 15-20 minute presentation, please submit an abstract for consideration to:

Lauriane Pardoux +44 (0) 20 3141 0632 /
lpardoux@acieu.net

Registration

If you would like to register for this event or wish to find out more information, please contact

Mohammad Ahsan +44 (0) 20 3141 0606 /
mahsan@acieu.net

DAY 1
Wednesday 9th November 2016

08:00   **REGISTRATION & COFFEE**

08:45   **CHAIR'S OPENING REMARKS**

09:00   **PANEL DISCUSSION**
Current State of Programmatic, Market Size & Growth

- Analysing the results of 2015 market size and attitudes research
- Reviewing programmatic progress to date and key trends in Europe
- How does EU market compare against APAC and U.S?

Each panellist will give an introductory presentation - approx. 10mins, before starting the panel Q&A

Graham Wylie
Chairman
IAB Europe Programmatic Trading Committee
Senior Director - Market Developments & Channels
AppNexus

Simon Haynes
Head of Digital
N&S Plus

Filipe Almeida
Head of Media & Intelligence
ComOn

Ben Hancock
Global Head of Programmatic Trading
CNN International & Turner Broadcasting

James Harris
Global Chief Digital Officer
Carat

10:30   **MORNING REFRESHMENTS**

11:45   **Fireside Chat**
Overcoming Challenges in Attribution Modelling

- Fighting off fragmentation across devices & platforms to better measure the success of campaigns
- Embracing attribution models (when relevant) tracking customer touch points to help efficient measurement

- Going beyond the bottom funnel focus, last click/last touch metric, to gain a better understanding of the customer journey
- How to overcome missing offline sales & baselines to grasp attribution accurately
- Moving away from time limit constraints to truly measure the efficiency of your campaign
- Working toward a full loop attribution model by acknowledging all different stages, objectives & metrics of a campaign

Peter Bray
CEO
Bray & Co

Julia Smith
Director of Communications
Forensiq

Sheryl Ryan
Director of Mareting Analytics
Impact Radius

12:40   **CONFERENCE PRESENTATION**
What does the EU's new privacy law mean for digital advertising?

The EU has just adopted a new comprehensive law regulating the use of personal data across the European Union… and beyond. It broadens the notion of personal data to cover basically all data and sets out under which conditions businesses may process such data. Programmatic advertising has been a major reason for this massive reform and data driven business models will be directly affected once the new law becomes applicable in May 2018. This session provides a brief introduction to the principles of EU privacy law and how it impacts programmatic advertising, as well as an outlook of what the EU is planning next… and why post-Brexit-UK and US businesses cannot ignore it.

Matthias Matthiesen
Public Policy Manager
IAB Europe

13:00   **Q&A**

NETWORKING LUNCH
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13:05

14:45 PANEL DISCUSSION

Adressing Concerns around Fees in Programmatic

- Breaking down the murky area of fees to improve brands & agencies collaboration
- Improving transparency with your partners and setting clear guidelines and expectations
- Getting a better understanding of packages and the breakdown of what you are paying for, to improve ROI
- Is it possible to standardise packages fees?
- Balancing fees and outcome: how to avoid disappointing results
- Bridging the gap between agency's account team and its trading desk

Each panellist will briefly introduce themselves - approx. 5mins, before starting the panel Q&A

David Goddard
Head of Programamtic Trading
BBC

15:30 PANEL DISCUSSION

Best In-Class Strategies in Dealing with Ad Fraud

- How can we work together as an industry in overcoming challenges with ad fraud?
- Fighting off false traffic, inaccurate attribution and ineffective targeting
- Preventing ad-fraud: considering block list, thorough data reports & 3rd party specialised vendors
- Finding the right balance to tackle fraud whilst making the most of programmatic's benefits
- Ad-fraud vs. viewability: understanding how they impact one another

Each panellist will briefly introduce themselves - approx. 5mins, before starting the panel Q&A

Oliver Gertz
Managing Director Interaction, EMEA Programmatic Lead Global Clients
MediaCom Worldwide

Andrew Prophet
Managing Director
Adloox

Paul de la Nougerede
Commercial Product Director
Telegraph Media Group

AFTERNOON REFRESHMENTS
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16:15

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SESSION ONE
Making the most from your DMPs

- Brand case study on effective use of 3rd party data
- Evolution of DMPs and DSPs
- Making the right investments – standalone DMPs vs. integrated DSPs
- DMPs as a tool to create new revenue streams
- DMPs use in informing key business activities for publishers
- Using DMPs to understand how audience segments behave across publishers' offering to get a better understanding of each segment's value
- What's the difference between DMPs and tag management systems (TMS)?
- Using DMPs to leverage consumer data to create personalised, targeted ad content

17:00
- **IKEA: best usage of data for launching its e-commerce platform in Romania**
  Using an integrated DMP, analytics and technologies for precision, relevance and control, Media Investment leveraged the consolidated communication framework of IKEA into an agile, integrated storytelling programmatic campaign with national success. The audience profiles were programmatically addressed in the campaign, with more in-depth targeting for advanced personalization. Dynamic creatives were also used to match more specific user profiles with appropriate products from client range.

Dan Balotescu
Managing Partner
Media Investment

Cecilia Tanasoiu
Managing Director
Prometheus Programmatic

Will Bishop
Country Manager UK
ADventori

17:20

17:40 Panel Q&A

17:55 CHAIR'S CLOSING REMARKS

18:05 END OF DAY ONE

DAY 2
Thursday 10th November 2016

08:30 **REGISTRATION & COFFEE**

09:00 **CHAIR'S OPENING REMARKS**

Ed Cox
Managing Director
Forward Media

09:15 **CONFERENCE PRESENTATION**
Mastering the Art & Science of Native Programmatic

- **Building cultural connections using native programmatic**
- Relationships of value come from creating cultural connections with audiences
- How native programmatic can contribute to this
- How to get the balance of art and science right

Abby Carvosso
Group Managing Director
Bauer Advertising

09:45 **PANEL DISCUSSION**
Moving On from Ad Blocking

- Is ad-blocking getting worse?
- How is the industry, as a whole, addressing this challenge?
- The challenge for brands and content creators to embrace value-driven engagement
- Overcoming ad-blockers by creating engaging content that understand and addresses the consumer's needs

Each panellist will briefly introduce themselves - approx. 5mins, before starting the panel Q&A

David Frew
Senior Programmes Manager
IAB UK

Ian Gibbs
Founder - Independent Data Consultant
Data Stories

10:30 **CONFERENCE PRESENTATION**
10 Things you never knew about Ad Fraud

Jessica Bradley
VP of Sales
Adloox

10:50 **MORNING REFRESHMENTS**

11:35 **PANEL DISCUSSION**
Solving the Skills Gap in Programmatic

- What are the key skill sets required now and for the future in programmatic for brands, publishers, and agencies?
- Best in practice strategies to align workforce requirements to your company's strategic goals and objectives
- Anticipating the areas within programmatic trading where changes in skillset will be especially imminent for 2016-2017?
- Best in class methods to foster stronger cultures of learning and development

Each panellist will briefly introduce themselves - approx. 5mins, before starting the panel Q&A

Amir S Jan Malik
Programmatic Digital Director
Trinity Mirror

Dan Plant
Group Strategy Director & Real Time Planning Director
MEC Global

Erica Probst
Google

Kenneth Kulbok
Programmatic Sales Lead EMEA
LinkedIn Marketing Solutions

12:25 **CONFERENCE PRESENTATION**
Programmatic is not Killing Creative – Creative Programmatic Success Stories

- Using programmatic advertising to achieve dynamic branding: a way to apply creative solutions to brand messaging
- Capitalising on the synergy between creative & media to deliver truly engaging consumer journeys
- Going beyond performance & direct response when creating programmatic campaigns
- Streamlining technology, behaviour analysis & data to convey brands message effectively
- Bridging the gap between ideas, design & media planning
- Creating & delivering high-impact campaign seamlessly through real-time advertising
- Developing high impact campaigns in-house
- Enhancing the creativity process: focus on the moment rather than the media

Jennifer Stanley
Managing Director
Appetite Creative

12:55 NETWORKING LUNCH
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14:25 CONFERENCE PRESENTATION
Gaining a Deeper Understanding of Mobile Programmatic

- Case studies and best practices of mobile programmatic campaigns
- What are the key factors to consider when it comes to DSPs, SSPs, and DMPs for mobile?
- How is mobile programmatic evolving, and how does it slot into the other media touchpoints?

Jordan Rogers-Smith
Solutions Engineer
Facebook

14:55 PANEL DISCUSSION
Addressable & Programmatic TV

- Redefining programmatic TV & adressable TV - what are the key differences?
- Predictions for programmatic TV: getting a clearer and more realistic picture of growth and developments

Each panellist will give an introductory presentation - approx. 10mins, before starting the panel Q&A

Jonathan Lewis
Head of Digital & Partnership Innovation
Channel 4

15:40 CHAIR'S CLOSING REMARKS

Ed Cox
Managing Director
Forward Media

15:50 END OF CONFERENCE & NETWORKING REFRESHMENTS

Commercial & Sponsorship Opportunities
For more information on available commercial opportunities, please contact Hubert Sosnowski:

T. +48 61 646 9780
E. hubert@acieu.net

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Registration Is Simple

If you would like to register for this event or wish to find out more information, you can contact **Mohammad Ahsan** using any of the following methods:

📞 +44 (0) 20 3141 0606

@ mahsan@acieu.net

www http://www.acius.net

🏠 Postal Address:
ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

Registration Is Simple

2 Day Conference pass for **Ad Tech Companies** (Includes Access to All Documentation & Excluding VAT)	**£1,695.00**
2 Day Conference pass for **Media Agencies, Publishers & other similar categories** (Includes Access to All Documentation & Excluding VAT)	**£1,495.00**
2 Day Conference pass for **Advertisers/Brands** (Includes Access to All Documentation & Excluding VAT)	**£940.00**
Documentation Packet Only	**£420.00**

Please Note.
Members and customers of all supporting organisations are entitled to a discount off their conference package. For more information please call +44 (0) 20 3141 0606

Documentation Packet Available

We are selling Real-Time Advertising Summit papers at just £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting.
This important manual will be a source of invaluable reference for the future.

Terms & Conditions

Payment
Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call **+44 (0) 20 3141 0606** for more information.

Cancellations
Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

Accommodation
The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.

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