

# 4<sup>th</sup> Real-Time Advertising Summit

22-23 November 2017 London, U.K

## Key Topics:

- New era of growth in global programmatic advertising
- Innovation of modern digital advertisement systems
- Brand case studies: evaluating success stories
- Monetizing opportunities with mobile programmatic
- The promises of programmatic TV
- Addressing brand safety issues
- Successful collaborations in the industry
- Analysing the relationships with brands and media agencies
- Ad fraud, transparency & visibility: finding solutions in ad tech ecosystem
- Addressing data & regulation matters in digital advertising age
- Linking creative and programmatic together
- Digital marketplace: ad exchange & business cases
- Predicting the future of programmatic advertising industry

## Sponsors

FreeWheel



SPOTX

For more information & registration, please contact Mohammad Ahsan

T: +44 (0) 203 141 0606 E: [mahsan@acieu.net](mailto:mahsan@acieu.net)

For sponsorship enquires please contact Hubert Sosnowski

T: +48 61 646 9780 E: [hubert@acieu.net](mailto:hubert@acieu.net)

Following the success of the RTA series over the past three years, ACI's 4th 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 2017 and beyond.

## Key Topics

- New era of growth in global programmatic advertising
- Innovation of modern digital advertisement systems
- Brand case studies: evaluating success stories
- Monetizing opportunities with mobile programmatic
- The promises of programmatic TV
- Addressing brand safety issues
- Successful collaborations in the industry
- Analysing the relationships with brands and media agencies
- Ad fraud, transparency & visibility: finding solutions in ad tech ecosystem
- Addressing data & regulation matters in digital advertising age
- Linking creative and programmatic together
- Digital marketplace: ad exchange & business

## 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:

**Samanta Fawcett** +44 (0) 20 3141 0624 /  
[sfawcett@acieu.net](mailto:sfawcett@acieu.net)

## 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](mailto:hubert@acieu.net)



## Who Will You Meet?

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

Connect with us on Twitter for updates:  
[@ACI\\_RTASummits](https://twitter.com/ACI_RTASummits)  
[#RTALondon](https://twitter.com/RTALondon)

## 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](mailto:mahsan@acieu.net)

## DAY 1

Wednesday 22nd November 2017

08:00 **REGISTRATION & COFFEE**

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

09:15 **CONFERENCE PRESENTATION**  
**New era of growth in global programmatic advertising**

- Improved targeting & addressability
- Efficient technology & revenue producing opportunities
- Global business overview of real time ad transactions

10:00 **CONFERENCE PRESENTATION**  
**Innovation of modern digital advertisement systems**

- Rethink ad infrastructure
- Cost comparisons & capitalising on programmatic investment
- Choosing programmatic strategies that guarantee ROI
- Establishing programmatic guidelines

11:00 **MORNING REFRESHMENTS & NETWORKING**

11:30 **CONFERENCE SESSION**  
**Brand case studies: evaluating success stories**

- Driving new brand focused and creative strategies
- Using digital technology to embrace fast changing trends

11:50 **CONFERENCE PRESENTATION**  

- Representing the marketing and advertising angles on Auto Trader's technology stack & explaining how teams have collaborated to build an in-house, data-driven programmatic marketing function



Lara Izlan  
Director, Commercial Platforms & Operations  
**Auto Trader**

Samantha Austin  
TBA  
**Auto Trader**

12:15

## CONFERENCE SESSION

**Monetizing opportunities with mobile programmatic**

- Employing latest technologies
- Unlocking the value with mobile programmatic
- Creating impact with mobile audience targeting and personalization



Ben Báthi  
Director  
**Brutal Media Ltd**

13:00

## NETWORKING LUNCH

14:00

## CONFERENCE SESSION

**The promises of programmatic TV**

- Analysing potential and simplifying targeted buying and selling processes
- Effective buying and efficient selling: maximizing commercial opportunities

TBA  
**FreeWheel SAS**

## The Growth of Connected TV

- Who broadcasters are approaching in programmatic trading?
- Highlighting the shift in audience viewing habits
- How broadcasters are building out their OTT apps
- The impact this is having on the TV ecosystem, and how programmatic trading is booming in this environment



Leon Siotis  
MD UK & Southern Europe  
**SpotX**

For Speaking Opportunities  
Please contact Samanta Fawcett:  
T. +44(0)2031410624  
E. sfawcett@acieu.net



15:15

## PANEL DISCUSSION

### Key Metrics for Effective Advertising – Do They Work?

- Optimizing your campaign to reach your desired goal
- Understanding your target audience's relationship with your advertising strategy
- What the industry is really lacking is the offline impact of digital advertising. Brand could (and should) assume that its reach is beyond online
- Is your advertisement spend delivering the results you want?
- Effects of GDPR, Is the Cookie Dead?
- The Benefit of Unlocking First Part Audiences
- Requirements to Solve The GDPR Issue For Advertisers
- Can Those Metrics be Used to Enhance the User Experience? - What Metrics Should we Start Looking at?



Simon Haynes  
Head Of Digital  
N&S Plus



Marcello Pasqualuccin  
Optimisation Champion  
HSBC



Ben Báthi  
Director  
Brutal Media Ltd



Gianluca Carrera  
COO  
Reward Insight

16:00

## AFTERNOON REFRESHMENTS & NETWORKING SESSION

16:30

## CONFERENCE PRESENTATION

### Successful collaborations in the industry

- Analysing the relationships with brands and media agencies
- Media agencies perspective
- Improving engagement & communication by building direct, transparent and collaborative relationships

17:00

## CONFERENCE PRESENTATION

### Ad fraud, transparency & visibility: resisting common concerns and finding solutions in ad tech ecosystem

- Analysis so solutions to tackle these problems
- Weeding out fraudulent activity and spam
- Bridging the gap between problem awareness and prevention

Senior Representative  
**OpenX**

17:30

## CLOSE OF DAY ONE

## DAY 2

Thursday 23rd November 2017

08:30

## REGISTRATION & COFFEE

09:00

## CHAIRMAN'S OPENING REMARKS

09:05

## KEYNOTE ADDRESS

### Addressing data & regulation matters in digital advertising age

- Compliance & data regulation & digital identity management, engaging with policy makers
- Policy & regulation: help or hinder?
- Data trust & compliance issues

09:50

## CONFERENCE SESSION

### Linking creative & programmatic together

- Application of both aspects to create successful advertising campaigns
- Optimising targeted creative in real-time
- Digital story telling and reaching your audience



Jennifer Stanley  
Managing Director  
Appetite Creative

10:20

- Why do your creative need to stand out from the crowd
- The challenge of finding the right balance between engagement, immersion and non-intrusively
- Examples of multi devices programmatic campaigns



Emir Tefaha  
Commercial Director  
Sublime Skinz



Katie Buckle  
Account Manager  
Sublime Skinz

11:05

## MORNING REFRESHMENTS & NETWORKING

11:35

## CONFERENCE SESSION

### Digital marketplace: ad exchange & business cases

- Exploring latest technologies including artificial intelligence & its potential impact on the
- Simplifying & optimising media supply chain. Putting power back in brands' hands



Edward Bray  
Head Of Programmatic  
The Guardian News & Media

13:25

## NETWORKING LUNCH

14:30

## CONFERENCE SESSION

### Technology towards empowering marketing

- Technology to aid consistent and effective advertising campaigns
- Key factors affecting the investment decision
- Innovative solutions: estimated costs vs returns

15:15

## CONFERENCE PRESENTATION

### Tech-fuelled transformation: How the oldest medium is going programmatic

- From a digital perspective, how should we think about OOH? And how is OOH different?
- OOH + digital = stronger together, but why and what is the evidence?
- Now, new, next: Where are we now with programmatic OOH and where will it go?



Cadi Jones  
Commercial Innovation Director  
Clear Channel Outdoor's  
International Division (CCI)

16:00

## CHAIRMAN'S CLOSING REMARKS

16:00

## END OF CONFERENCE & AFTERNOON REFRESHMENTS

## Sample List of Previous Attendees:

\* Reckitt Benckiser / RB \* Schneider Electric \* Zalando\* Lucozade Ribena Suntory Ltd\* Nestlé S.A. \* Pokerstars \* Danone \* TUI Travel \* Virgin Holidays Limited \* EE \* Diageo \*The Wall Street Journal \* Bluewater \* Independent News & Media \* B&Q \* Argos \* Auto Trader Group Limited\* John Lewis \* Yahoo Inc \* KLM Royal Dutch Airlines\* Shell \* HomeAway \* Mobinil \* The Coca Cola Company \* CNN International \* Allianz \* Bloomsbury Publishing \* P&G Prestige \* Thetrainline.com \* Thomas Cook Group \* O2 \* RedBull \* Discovery Networks Benelux \* Havas Media \* ESPN \* IAB Europe \* MoneySuperMarket.com \* The Weather Channel \* Time Out \* GlaxoSmithKline \* MEC \* Boehringer Ingelheim \* IAB UK\* Omnicom Media Group \* Auto Trader \* EDF Energy \* News UK & Ireland LTD \* IG \* MTV Media \* Dentsu Aegis Network \* ISBA \* Facebook \* Channel 4 \* Guardian News & Media \* M&C Saatchi Mobile \* Mediacom Worldwide \* BBC Advertising \* Match.com \* Starcom MediaVest \* InterContinental Hotels Group \* Google UK and many more.....

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

T. +48 61 646 9780  
E. [hubert@acieu.net](mailto:hubert@acieu.net)

# Real-Time Advertising Summit

London, United Kingdom

22-23  
November  
2017

## 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

http://www.acius.net

Postal Address:

ACI Europe, 10 Gough Square, London, EC4A 3DE

## Registration Is Simple

2 Day Conference pass for **Ad Tech Companies** (Includes Access to All Documentation & Excluding VAT)

£1,795.00

2 Day Conference pass for **Media Agencies, Publishers & other similar categories** (Includes Access to All Documentation & Excluding VAT)

£1,595.00

2 Day Conference pass for **Advertisers/Brands** (Includes Access to All Documentation & Excluding VAT)

£940.00

**For Early Bird, IAB & Other Media Partner Discount,  
Please email to mahsan@acieu.net or  
Call +44 (0) 203 141 0606**

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 or email: mahsan@acieu.net

## 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.

## Official Media Partners



LEADERS IN CONFERENCE  
PLANNING & PRODUCTION

[www.wplgroup.com/aci](http://www.wplgroup.com/aci)