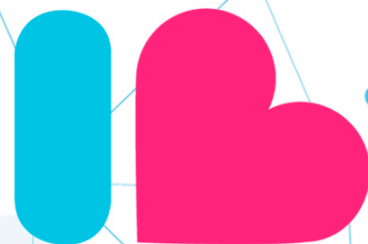


THE NEW RULES OF ENGAGEMENT

23-24 MAY 2017



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Interact 2017: Two days of hard thinking, cutting-edge analysis, professional training and networking to understand and help define the new rules of engagement between marketers and consumers.

Digital advertising is at a crossroads. Users are spending more and more time on a diverse array of devices and online activities that offer new and unique opportunities for brand engagement. But they also have more ways to make sure that that engagement happens on their terms – if at all.

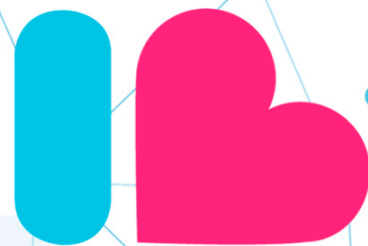
In parallel, there is increasing pressure on the delivery chain, with demands for more transparency and accountability. European markets are seeing these trends in a variety of different ways, but evidence of a “moment of truth” is everywhere.

What does this moment of truth mean for your company? In a rapidly shifting landscape of winners and losers, which side will your business end up on?

If you only go to one industry conference in 2017, that conference needs to be Interact. Join other industry leaders in Amsterdam to exchange insight and best practices, and set the industry agenda for the coming year.

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Top Speakers



Nicola Mendelsohn,
Vice President EMEA
– Facebook



Nicolas Bidon,
Global President –
XAXIS



Jeffrey Cole, Founder
& Director – Center
for the Digital Future



David Shing,
Digital Prophet
– AOL



John Montgomery,
EVP Global Brand
Safety – GroupM



Nick Hewat,
Commercial Director
Guardian News & Media

Programme Highlights

DAY 1 — 23 May

Opening

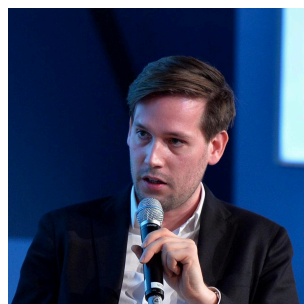
- **Keynote:** *Measuring more, measuring quality, measuring simply, measuring in a way that all agree on, measuring in the future. Arguably measurement is online's key differentiator to other media. Yet is it also an Achilles heel? What's the future for measurement?*

- **Gian Fulgoni**, Co-founder & CEO, comScore



- **The State of online ad spend in Europe:** *Find out the latest highlights from IAB Europe's AdEx Benchmark research – the definitive guide to online advertising trends in Europe*

- **Daniel Knapp**, Senior Director, Advertising Research, IHS Markit



The legal framework and the bottom line — can interest-based advertising survive EU regulation?

- **EU data protection regulation – a boost for, or a brake on, Europe's digital economy?**

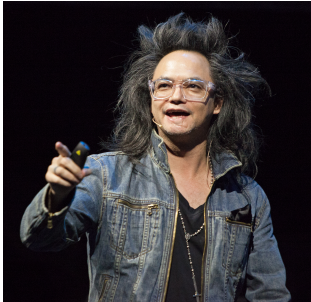
- **Trevor Hughes**, CEO, International Association of Privacy Professionals – IAPP (Moderator)
- **Christian D'Cunha**, Policy Advisor to the European Data Protection supervisor

Programme Highlights

DAY 1 — 23 May

- **Deep dive on data protection legal compliance:** *Bone up on the implications of EU data protection regulation for your company and how IAB Europe is working with national data protection enforcement authorities to interpret the law one up on regulatory compliance Implications.*
- **Matthias Matthiesen**, Senior Manager, Public Policy, IAB Europe
- **Chris Hartsuiker**, Public Policy Coordinator, IAB Europe

Creativity today and tomorrow — earning consumer engagement

- **Keynote:** *In today's world, always on, mobile, voice activated, a world of snapchat glasses and virtual reality, what is the place of creativity? We can deliver messages more accurately and more cost effectively than ever but how do advertisers stand out from the crowd? Is creativity still an essential advantage that benefits those smart enough to put in the effort or is advertising really a numbers game now?*
 - **David Shing**, Digital Prophet, AOL
- 
- **Providing value to consumers & using data well:** *Good advertising that we all remember seems almost to stand outside the general perception of “the advertising industry”. How do we improve? Consumers delight in and remember great ads. Yet that happens outside the general perception of the advertising industry. How do we use the tools we have, especially data capabilities to improve the consumer experience? And do we even need to care now that ad blocking is plateauing?*
 - **Nicolas Bidon**, Global President, Xaxis
 - **Nicola Mendelsohn**, VP EMEA, Facebook
 - **Nick Hewat**, Commercial Director, Guardian News and Media
 - **Tom Bowman** (moderator)

Programme Highlights

DAY 1 — 23 May

- **Measuring more, measuring quality, measuring simply, measuring for the future:** *Find out about the latest IAB Europe standards and recommendations to combat complexity and discrepancies in measurement and our industry research on measurement priorities.*
- **Retaining talent:** *Trailblazers, role models, celebration and training - what are the key ingredients for attracting and growing Talent within the digital advertising industry and how can we improve?*
- **Philipp von Hilgers**, Managing Director, Meetrics
- **Karim Attia**, Chair, IAB Europe Brand Advertising Committee
- **Björn Kaspring**, BVDW/IAB Germany Marketing Quality Group
- **Anne Goodman**, SVP Sales Enablement, BBC World
- **Anita Caras**, International Research Director, AOL
- **Chris Clarke**, Chief Creative Officer, DigitasLBi
- **John Montgomery**, EVP Global Brand Safety, GroupM

Programme Highlights

DAY 1 – 23 May / Gala dinner

- **Gala Dinner Reception**
- **Gala Dinner: MIXX Awards Europe Ceremony:** *The MIXX Awards recognize and celebrate the year's best digital advertising campaigns in Europe. Winning entries will be showcased to educate the marketplace about what works and why in digital marketing, as well as inspire the industry by highlighting new ideas and future trends.*

JURY

Anna Lubowska, (Chair) Chairman MEC CEE, Russia & CIS

Peter Drake, Executive Creative Director, DigitasLBi

Vladmir Arandjelovic, Chairman of the Board ConnectAd

George Zalokostas, Media Manager, Unilever

Ian Haworth, Executive Creative Director, Wunderman UK

Anthony Rhind, COO, Beamly

- **Gala Dinner: Research Awards Ceremony:** *The IAB Europe Research Awards recognise and showcase great European digital research projects and the contribution they have made to the development of the digital advertising industry. Winning projects will become part of the IAB Europe expanding libraries of proof points, including the Programmatic, Multi-Device and Connected World and Ad Effectiveness libraries, for industry professionals to use in their strategies and daily work.*

JURY

Nick Hiddleston, (Chair) Worldwide Research Director, ZenithOptimedia

Pierpaolo Guidi, Media Relations Agency Manager, Subito (Schibsted)

Agnieszka Hoffman, Client Manager, Millward Brown

Chechu Lasheras, Managing Director for Digital Business Development, Prisa

Tony Evans, Director of Marketing Science, Facebook EMEA

Pawel Kolenda, Research Director, IAB Poland & Vice-Chair of the IAB Europe Research Committee

Programme Highlights

DAY 2 — 24 May

Profitability

- **Delivery Chain Quality:** *Publishers complain about margins disappearing, advertisers worry about transparency, and yet the flow of VC money to ad tech has slowed as the promised returns don't always materialise. Ever more complex systems such as server-side header bidding are being devised. What's the route forward? Does the industry consolidate or is there still value to be found? Is this just a matter of players settling down into their roles?*
- **Data Differentiation and the Real World:** *What data makes sense commercially? After all if buying non gender specific traffic is less than half the price of gender specific you might as well buy the former. What drives profit? What are the new trends? Case studies and debate from industry experts*
- **The Agency of the future:** *The agency landscape has always evolved. The challenges seem even more intense and the competitive landscape harder than ever in 2017. Issues such as trading transparency, measurement clarity, data ownership, technology platform dependence and new capabilities, sometimes called the move from the information age to the intelligence age.*
- **Stephan Noller**, Founder & Manager, ubirch GmbH
- **Anthony Rhind**, COO, Beamly
- **Marc Sier**, COO, Admeira
- **Anita Caras**, International Research Director, AOL
- **John Montgomery**, EVP Global Brand Safety, GroupM
- **Guy Phillipson**, UK Chairman, iCrossing

Programme Highlights

DAY 2 — 24 May

- **The Industry collaboration to address the B2B and B2C user experience issues:** *Bringing together the themes of the conference up to this point and before we look forward to possible futures after lunch. We bring the leading presenters on stage. The moderator will start with prepared questions from the floor to get the discussion going and then there is the chance for everyone to ask questions. Our ambition is to reach agreement on what will make for a better advertising industry!*
- **Dave Grimaldi**, IAB US & Chairman of the Coalition for Better Ads
- **John Montgomery**, EVP Global Brand Safety, GroupM (moderator)

‘Orchestrating’ the future — coping with, and thriving in, an era of rapid technological change

- **The Future:** *“The best way to predict the future is to invent it” said Peter Drucker. How do we cope with our era of rapid change, and thrive? Looking at the possibilities of where society is going and therefore where our industry must go. Looking at value to consumers and lessons for CEOs.*
- **Jeffrey Cole**, Director, Center for the Digital Future, Annenberg School for Communication, University of Southern California
- **The “sociology of algorithms”:** *The potential impact of algorithms on society is profound. The sharing economy, the gig economy, typified by Uber, AirBnB and Amazon’s Mechanical Turks is with us and flourishing. What lessons are there for digital advertising?*
- **Daniel Knapp** Ph.D., Senior Director, Advertising Research, IHS Markit

Programme Highlights

DAY 2 — 24 May

- **Video:** *How is video changing our world? What are the prime drivers? How do advertisers select between premium, social, sound on v sound off, new formats, outdoor, tools that connect TV and mobile? What new trends are observable today?*
- **Voice Advertising:** *Digital radio and podcasts were a small area of online advertising, but audiences are rising. With the advent and huge popularity of music streaming services, and now the arrival of devices such as Alexa and Google Home, voice advertising is stepping into the limelight. How might this shape up?*
- **Mobile:** *Mobile is a word that has changed its meaning over the past 10 years. As a device, its capability has altered beyond recognition and it is not just some consumers' primary device but sometimes their only device. Consumer behaviour is changing as a result. What are the new trends that the advertising industry must be across?*
- **Nick Reid**, Managing Director, TubeMogul
- **Stuart Mays**, Director of Digital Strategy, Global Media
- **Oliver Kanders**, Director, Market Building and Marketing, zeotap



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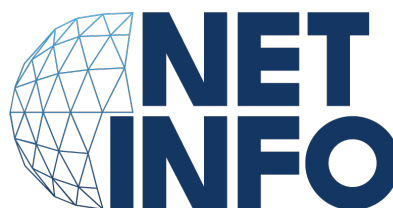
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ABOUT IAB Europe

IAB Europe is the leading European-level industry association for the online advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.



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