

INTERACT 2025 - FULL PROGRAMME

Time (CET)	Morning sessions:	Format	Speakers
	Morning sessions:		Joanna Burton (host)
9:30 - 9:40	Welcome	Opening	Joanna Burton + Townsend Feehan, CEO, IAB Europe
09:40-10:15	2024 AdEx Benchmark Report: Exclusive First Look at the Results	Keynote	Daniel Knapp, Chief Economist, IAB Europe
10:15 - 10:40 -	All is (Digital) Flux: The Brand perspective	Fireside chat	<ul style="list-style-type: none"> Alison Keith, Global Head of Media Excellence, Kraft Heinz Constantine Kamaras, Chairman Emeritus, IAB Europe
10:40 - 11:05	From Brainwaves to Brand Waves	Keynote	Bernard Marchant, CEO, ROSSEL Group
11:05 - 11:30	Coffee break		
11:30 - 11:55	Thrive or Die for Marketing & Customers of the Future: Are You Ready?	Keynote	Dominique Rose Van-Winther, Chief AI Evangelist, CEO, Final Upgrade AI
11:55 - 12:20	Retail Media Reloaded: Its time to talk about creativity, collaboration and effectiveness in Retail Media	Keynote	Colin Lewis, Co-founder, Retail Media Works

12:20 - 12:40	IAB Tech Lab 2025 Roadmap Featuring the Trusted Server Framework	Keynote	Tony Katsur, CEO, IAB Tech Lab
12:40 - 13:00	Destroying Modern War Illusions	Keynote	Anastasiya Baydachenko, CEO of IAB Ukraine
13:00-14:00	Lunch break		
	Afternoon sessions: Workshops (located in the Plenary room)		
14:00 - 14:45	State of the Nation - Retail Media 14:00 - 14:10 Presentation by IAB Europe 14:10-14:20 Reaching the right customers in a cookieless world Presentation by Douglas 14:20 - 14:45 Panel discussion	Keynotes + Panel	Moderator <ul style="list-style-type: none"> Jason Wescott, Global Head of Commerce Solutions, GroupM and Chair of IAB Europe's Retail & Commerce Media Committee. Speakers <ul style="list-style-type: none"> Evangelia Mitoli, Sales & New Business Development Manager, Douglas Marketing Solutions GmbH Colin Lewis, Co-founder of Retail Media Works Marie-Clare Puffett, Industry Development & Insights Director, IAB Europe
14:55 - 15:40	Unlocking Privacy Innovation: PETs Solutions and Recommendations for the Digital Ecosystem 14:55 - 15:10 Presentation by Google 15:10-15:30 Panel: Tackling PETs from different perspectives: Policy, Browser-Platforms, Industry 15:30 - 15:40 Q&A session	Keynote + Panel	Moderator: <ul style="list-style-type: none"> Sebastian Grantz, Global Data & Privacy Manager, Industry Relations, Google Speakers: <ul style="list-style-type: none"> Peter Craddock, Partner, Keller and Heckman LLP Alex Cone, Senior Product Manager, Privacy Sandbox, Chrome Sylwia Iwanejko-Sajewska, Country Manager Germany, Decentriq
15:40 - 16:05	Coffee break		

16:05 - 16:45	TV+ The Next Generation	Panel	Moderator <ul style="list-style-type: none"> David Cohen, Chief Executive Officer, IAB Speakers: <ul style="list-style-type: none"> Vincent Flood, Editor-in-Chief, VideoWeek Rebecca Ackers, VP, Commercial UK, Magnite Rhys Nölke, Chief Data Officer, Bertelsmann Marie-Clare Puffett, IAB Europe
16:45 - 17:25	Measurement in Digital Advertising - What's Hot, What's Not.	Panel	Moderator <ul style="list-style-type: none"> Rachel Smith, CEO, ExchangeWire Speakers: <ul style="list-style-type: none"> David Goddard, Senior Vice President Of Business Development at DoubleVerify Inam Mahmood, General Manager EMEA, Nielsen
17:25- 17:30	Closing	Closing	Host
14:00- 17.30	Afternoon sessions: Masterclasses (located in the in the networking area Into the box room)		
14:00 - 14:45	Regulatory framework on digital advertising: balancing privacy and innovation	Panel	Moderator: <ul style="list-style-type: none"> Daphne Van Doorn, Head of EU Affairs, BVDW Speakers: <ul style="list-style-type: none"> Chris Hydak, Assistant General Counsel, Privacy and Regulatory Affairs, Microsoft Dr. Sachiko Scheuing, European Privacy & AI, Governance Officer, Acxiom Miguel Valle del Olmo, Attaché for Digital matters, Spanish Permanent Representation to the EU Max Schrems, Founder, NOYB Karolina Mojzesowicz, Deputy Head of Unit, DG JUST C3 European Commission (TBD)
14:45 - 15:15	Jump Starting Your AI Journey: Overcoming the Genius Gridlock of AI. Learn the Future of Work & AI	Masterclass	Dominique Rose Van-Winther, Chief AI Evangelist, CEO, Final Upgrade AI

15:15 - 15:45	The Future of Audience Measurement in EU Policy	Masterclass	<ul style="list-style-type: none"> • Inam Mahmood, General Manager EMEA, Nielsen • Marie De Cordier, Director of Government Relations & Public Policy Europe, Nielsen
15:45 - 16:05	Coffee break		
16:05 - 16:45	TCF Compliance in Practice: How Can Self-Regulation Foster Better Accountability?	Panel	<p>Moderator</p> <ul style="list-style-type: none"> • Ninon Vagner, Privacy Director, IAB Europe <p>Speakers:</p> <ul style="list-style-type: none"> • Thomas Mendrina, Senior Director Partner Sales CEEMEA, Microsoft, • Elena Turtureanu, Vice President, Adform • Robert Blanck, General Manager E-Commerce & Advertising, Axel Springer
16:50 - 17:30	Driving Down Emissions: Collaborative Action for a Sustainable Ad Ecosystem	Keynotes + Q&A	<p>Speakers:</p> <ul style="list-style-type: none"> • Mary O’Sullivan, Ad Net Zero Director Ireland and Europe • Dimitris Beis, Data Analyst & Sustainability Lead, IAB Europe