

Programmatic Advertising Day Suisse Romande launches its second edition in Lausanne



After its successful launch in 2018, the Programmatic Advertising Day / PAD Suisse Romande organized by IAB Switzerland, returns for its second edition! Come and discuss with the experts in programmatic advertising and relevant marketers and advertisers in French-speaking Switzerland. PAD19 offers an important and neutral know-how platform for all the players in the digital communication market.

Our top speakers will take you on an interesting journey about the future of programmatic advertising : **Sacha Berlik** (Managing Director EMEA, The Trade Desk), **Dhiyay Chohan** (Global Head of Programmatic, M&C Saatchi Performance), **Rui de Freitas** (Head of Commercial / Tech Development, Ringier AG), **Hannes Eckardt** (Senior Market Director, Xandr), **Erwan Le Page** (CEO, Mediasquare), **Yves Maeder** (Google Marketing Platform Lead AT/CH), **Matthieu Robert** (Co-owner, Mediatonic SA) and others.

Several « Challenge Pitches » will show you successful Swiss programmatic-cases and you will be invited to choose your favorite !

Information et tickets: www.pad19.ch

Time and location: November 7th, 2019, Hotel Alpha Palmiers, Lausanne

Ticket price : 49.- CHF (Conference fee and drinks included)

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