



CALL FOR PAPERS BRIEF

IAB Europe, IAB Portugal and the Programme Advisory Board of Interact 2019 are pleased to invite you to submit presentation ideas for the 14th edition of Interact to be held in Lisbon, Portugal on 2 – 3 June, 2020.

Introduction

Interact is the flagship annual conference hosted by IAB Europe, the leading European-level industry association for the digital advertising and marketing ecosystem.

Interact is a must-attend event for the digital advertising industry. For over 13 years, leading European advertisers, industry experts, agencies & media owners meet to get inspired, share best practices, further develop their professional network and pursue business opportunities. This year's Interact will take place on 2-3 June in Lisbon, Portugal and over 500 digital advertising and marketing leaders are expected to attend.

Interact Theme 2020

The leitmotif of the 14th Interact edition will be: **The Digital New Deal**

The two-day conference will discuss and debate how the future supply chain will operate and bring value for all stakeholders from consumers and brands, to publishers, agencies and tech companies. As we enter a new decade, this is the perfect time to reboot the industry and call for collective action to develop a new digital deal.

There will be two sub themes under **The Digital New Deal**:

- **Policy, Privacy & Consumers** - Where and how is the Digital New Deal being developed? How can we increase trust in Digital through more dialogue and agreed commitments with regulators, consumers and industry?
- **Business Trends & Tech Advances** - What are the upcoming trends and advances in our business and what impact will they have on future business models?

High-level speakers and panelists will share knowledge and key insights on the fundamental steps to ensure that the marketing and digital advertising ecosystem drives innovation, transparency and sustainability in the new decade.

The Programme Advisory Board made up of representatives from national IABs and industry experts from across Europe will be reviewing all speaker proposals to shape the agenda for the Interact 2020 programme. They will oversee the call for papers to ensure the programme covers all the critical issues for the industry both now, and in the future.

How to submit your applications, schedule and general conditions for speaking:

1. The application process is open until **21 February 2020**. Applications should be sent to: presentationsinteract@iabeurope.eu.
2. The content of the application should not be a copy of the content of the brief.
3. We are planning on 15-20 minute presentations, plus 5 minutes for discussion and questions from the room.
4. If you have ideas for panel discussions, workshops, interactive presentations, these should be no longer than 30 minutes.
5. The Programme Advisory Board/IAB Europe may ask you to provide further clarification of the suggested presentation/idea.
6. The speaker may be asked to work with the Programme Advisory Board on the final shape of the presentation. The speaker will be requested to provide a final version of their presentation by the deadline provided. IAB Europe / Programme Advisory Board will publish the list of speakers by 3 April 2020.
7. IAB Europe/the Programme Advisory Board may create a reserve list of speakers who may be asked to present in case of other speakers failing to provide their presentations or being unable to attend.
8. IAB Europe/the Programme Advisory Board reserves the right to remove any application to speak at the conference in the case of promotional, sales and offensive content.
9. Presentations will be made available to conference participants. The Presenter agrees to share the material presented and for IAB Europe to record the content of the presentation and gives IAB Europe the right to disseminate it.
10. By submitting his or her presentation, the speaker consents to the publication of his or her name, photos and biography. The speaker also agrees to take part in jointly determined marketing activities (interviews, video, featured content) for Interact 2020.
11. The presenter will receive a personal entry to Interact 2020, entitling them to full participation at Interact (two days of conference and the Gala dinner). The presenter will be responsible for their own travel and accommodation.

CALL FOR PAPERS CONTACTS: In case of any questions, don't hesitate to contact Jules Mantle, events@iabeurope.eu

SPONSORSHIP CONTACTS: Potential sponsors should contact Helen Mussard, Mussard@iabeurope.eu to learn about the broad range of sponsorship opportunities.

MIXX Awards Europe and IAB Europe Research Awards CONTACTS: In case of any questions, don't hesitate to contact Marie-Clare Puffett, awards@iabeurope.eu.