

ADVERTISING HORIZONS

4th feb
2025

Live event
in Brussels

Fuelling Europe's Digital Future

iab
europe

Morning sessions: Innovation, Creativity and Digital Acceleration

8:30 – 9:00	Registration at the front desk
9:00 – 9:15	Opening <ul style="list-style-type: none">• <i>Townsend Feehan, CEO, IAB Europe</i>
9:15 – 9:35	Keynote: "How is innovation and creativity shaping the future of the European digital advertising industry?" <ul style="list-style-type: none">• <i>Daniel Knapp, Chief Economist, IAB Europe</i>
9:35 – 9:45	Keynote: "How can creative ads fuel innovation?" <ul style="list-style-type: none">• <i>Fabien Le Roux, Head of Creative Department, TikTok</i>
9:45 – 10:15	Panel: "Skills gap: How to address the mismatch between today's digital skills and tomorrow's needs?" <ul style="list-style-type: none">• <i>Romain Lerallut, VP, Head of Criteo AI Lab, Criteo</i>• <i>Andreea Calbeaza, Senior Manager, Government Affairs, Microsoft</i>• <i>Saskia Van Uelen, Manager Future, Workforce, Agoria</i> Moderator <ul style="list-style-type: none">• <i>Saskia Baneke, Director of VIA Nederland</i>
10:15 – 10:45	Coffee break / Breakfast
10:45 – 11:10	Case study: "Innovation gap: How do European start-ups innovate and grow through creative digital ads?" <ul style="list-style-type: none">• <i>Teresa Solman, Digital Media Team Leader, Allegro</i>• <i>Martyna Dziubek, Head of Marketing & NPD, Yope</i>

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11:10 – 11:55	<p>Panel: “Digitisation Gap: How to Incentivise the Efforts of EU Businesses to Develop Innovative Ways of Creating Value Online?”</p> <ul style="list-style-type: none">• <i>Rhys Nölke, Chief Data Officer, Bertelsmann</i>• <i>Thomas Lue Lytzen, Director, Ad Sales & Tech at Ekstra Bladet</i>• <i>Patrick Waelbroeck, Professor of economics, Telecom Paris / Institut Polytechnique de Paris</i>• <i>Marco Giorello, Head of Unit, Directorate-General for Communications Networks, Content and Technology (CNECT)</i> <p>Moderator</p> <ul style="list-style-type: none">• <i>Suzanne McElligott, CEO of IAB Ireland</i>
11:55 – 13:25	Lunch + Lightning talks (Breakout room)
11:55 – 12:05	<p>Lightning talk: “Why are there ads everywhere I go on the Internet?”</p> <ul style="list-style-type: none">• <i>Christer Ljones, Director of Ad Data Capabilities at Schibsted Marketing Services</i>
12:10 – 12:25	<ul style="list-style-type: none">• Lightning talk: “How SMBs unlock growth through advertising?”• <i>Benjamin Cohen, CEO & Founder, Y-Brush</i>
12:25 – 13:25	Lunch

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Afternoon sessions: Trust and Privacy

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| 13:25 – 14:15 | <p>Panel: “How to ensure that personalised advertising benefits consumers and businesses alike?”</p> <ul style="list-style-type: none">• <i>Stacey Featherston, Public Policy Manager, Meta</i>• <i>Stevan Randjelovic, Head of Public Policy & Industry Affairs, WPP</i>• <i>Marco Pierani, Director Public Affairs & Media Relations at Euroconsumers</i>• <i>Maria-Myrto Kanellopoulou, Head of Unit, Consumer Law, DG JUST</i> <p>Moderator</p> <ul style="list-style-type: none">• <i>Jacob Dexe, Public Affairs Manager, IAB Sweden</i> |
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| 14:15 – 14:35 | <p>Keynote: “How do creative ads address societal challenges?”</p> <ul style="list-style-type: none">• <i>Shahnaz Ahmed, Director of Creative and Innovation at The Social Element agency</i> |
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| 14:35 – 15:15 | <p>Lightning talks (Breakout room)</p> |
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| 14:35 – 14:45 | <p>Lightning talk: “Why do we need cookies?”</p> <ul style="list-style-type: none">• <i>Stuart Wilkinson, Senior Business Development Director, Kantar</i> |
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| 14:50 – 15:00 | <p>Lightning talk: “What will an internet without personalised ads look like?”</p> <ul style="list-style-type: none">• <i>Alexander Whalen, Public Policy Manager, EU Affairs, Meta</i> |
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| 15:05 – 15:15 | <p>Lightning talk: “Is contextual advertising economically viable?”</p> <ul style="list-style-type: none">• <i>Lionel Basdevant, Senior Product Director, Criteo</i> |
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| 15:20 – 15:40 | <p>Case study: “The Future of Fraud Fighting”</p> <ul style="list-style-type: none">• <i>Jack Smith, Chief Innovation Officer, DoubleVerify</i> |

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Afternoon sessions: Trust and Privacy

- 15:40 – 16:30 Panel: "How to enable privacy and innovation in digital advertising?"
- *Oliver Pischke, Global Digital Director, Kantar*
 - *Kamal Janardhan, Sr. Director Product Management, Google*
 - *Pierre Devoize, Deputy MD in charge of Public Affairs, Alliance Digitale*
 - *Karolina Mojzesowicz, Deputy Head of Unit, DG JUST C3*

Moderator

- *Matthew Newman, Global Chief Correspondent, MLex*
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- 16:30 – 17:10 Closing & Keynote
- *Achim Schlosser, VP Global Data Standards, Bertelsmann*
 - *Daniel Knapp, Chief Economist, IAB Europe*
 - *Rhys Nölke, Chief Data Officer, Bertelsmann*
 - *Townsend Feehan, CEO, IAB Europe*
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- 17:10 – 19:00 Lightning talks (Breakout room) & Reception
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- 17:15 – 17:25 Lightning talk: "Will technology innovations be a game changer for data protection?"
- *Ari Levenfeld, Government Affairs and Public Policy at Google*
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- 17:25 – 17:55 Lightning talk: "How to design consent banners to better inform consumers, increase their trust and, ideally, their consent rate?"
- *Prof. Max von Grafenstein, Professor of Law at Universität der Künste Berlin*
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- 17:55 – 19:00 Reception Drinks