

4th feb 2025

# ADVERTISING HORIZONS

Fuelling Europe's Digital Future



## MORNING SESSIONS: Innovation, creativity and digital acceleration

09:00-09:15	Welcome & Introduction	KEYNOTE
09:20-09:35	How is innovation and creativity shaping the future of the European digital advertising industry?	KEYNOTE
09:35-09:45	How can creative ads fuel innovation?	CREATIVE AND ENTERTAINING
09:45-10:15	Skills gap: How to address the mismatch between today's digital skills and tomorrow's needs?	PANEL
10:15-10:45	<i>Coffee break</i>	
10:45-11:05	Innovation gap: How do European start-ups innovate and grow through creative digital ads?	CASE STUDY
11:10-11:55	Digitisation gap: How to incentivise EU industries' efforts to develop innovative ways of creating value online?	PANEL
11:55-13:25	<i>Lunch + Lightning talks</i>	

4th feb 2025

# ADVERTISING HORIZONS

Fuelling Europe's Digital Future



## AFTERNOON SESSIONS: Trust and privacy

13:25-14:20	How to ensure that personalised advertising benefits consumers and businesses alike?	PRESENTATION AND PANEL
14:25-14:35	How do creative ads address societal challenges?	CREATIVE AND ENTERTAINING
14.35-15.35	<i>Lightning talks break</i>	LIGHTNING TALKS
15.35-15.55	How to combat ad fraud online	CASE STUDY
16.00-16.45	How to enable privacy and innovation in digital advertising	PANEL
16.50-17.05	Consumer policy in the digital age	KEYNOTE
17.05-19.00	<i>Lightning Talks + Reception</i>	RECEPTION