



VIRTUAL PROGRAMMATIC DAY

#IABEUVPD

09 - November - 2017



Agenda H1

- 10.30-10.40 **Welcome and introduction**
Simon Halstead, Chair IAB Europe Programmatic Trading Committee and Head of Open Demand International, Oath
Oliver Gertz, Managing Director Interaction, EMEA, MediaCom
- 10.40-11.00 **Growth of Programmatic in Europe**
Half of European display advertising is now traded programmatically. Get the latest growth and spend figures in this session.
Uli Hegge, VP Strategic Development DACH, AppNexus
- 11.00-11.20 **Attitudes to Programmatic Advertising**
Insights from the latest IAB Europe research into the attitudes, adoption and strategies of programmatic advertising.
David Goddard, Global Head of Programmatic Trading, BBC Worldwide
- 11.20-11.40 **Delivering Transparency in Programmatic**
How can the industry enhance transparency? Guidance from IAB Europe on the areas to consider and questions to ask.
Ryan Cook, Director Global Programmatic Demand, Teads
- 11.40-11.50 MORNING BREAK**
- 11.50-12.20 **PANEL How to Buy Programmatically**
Guidance on the key considerations and steps to developing a programmatic strategy for agencies and advertisers.
[PANEL MODERATOR] **Simon Halstead**, Chair IAB Europe Programmatic Trading Committee and Head of Open Demand International, Oath
Pavlina Vasilatou, Digital Media, Programmatic and Trading Lead, Nestle
Oliver Gertz, Managing Director Interaction, EMEA, MediaCom
Dave Reed, Managing Director EMEA, MediaMath
Emmanuel Odigan, Commercial Director UK and Ireland, FreeWheel
- 12.20-12.50 **PANEL How to Sell Programmatically**
Guidance on the key considerations and steps to developing a programmatic strategy for publishers.
[PANEL MODERATOR] **Oliver Gertz**, Managing Director Interaction, EMEA, MediaCom
David Goddard, Global Head of Programmatic Trading, BBC Worldwide
Bill Krumperman, Advertising Platform Senior Business Advisor, Schibsted
Luke Fenney, VP Publishers Development, Index Exchange
Alex Merwin, Vice President International, SpotX
- 12.50-13.00 **Summary from moderator**
Oliver Gertz, Managing Director Interaction, EMEA, MediaCom

13.00-13.45 LUNCH BREAK



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Agenda H2

- 13.45-13.50 **Welcome from moderator**
Joanna Burton, Vice President European Strategy, SpotX
- 13.50-14.10 **Using Data Effectively in Programmatic**
Understand what data is available and how this can be used to build an effective data strategy
Josie Howard, Head of Bidder Development, Oath
- 14.10-14.30 **The Programmatic Mobile Opportunity**
Mobile is also the 'most' programmatic format. This session will guidance around on how to maximise a programmatic mobile strategy
Andrew Buckman, Managing Director EMEA, Sublime Skinz
- 14.30-14.50 AFTERNOON BREAK**
- 14.50-15.20 **PANEL What's next for Programmatic in Europe?**
What does Programmatic have in store for Europe, how will developments such as connected TV, voice advertising and data strategy shape the industry?
[PANEL MODERATOR] **Joanna Burton**, Vice President European Strategy, SpotX
Tom Mills, Global Head of Client Operations, Affiperf (Havas Group)
Dan Watson, Digital Director, Carat
Phil Duffield, Managing Director, Adobe Advertising Cloud, EMEA, Adobe
Andrew Buckman, Managing Director EMEA, Sublime Skinz
- 15.20-15.30 **Summary from moderator**
Joanna Burton, Vice President European Strategy, SpotX
- 15.30-15.35 **Thank you and close**
Simon Halstead, Chair IAB Europe Programmatic Trading Committee and Head oof Open Demand International, Oath

The Virtual Programmatic Day will explore the growth drivers and barriers of programmatic in Europe and provide guidance on areas such as mobile, data and transparency.

Register [here](#)