



10 – 12 June 2009

Radisson SAS Royal Hotel Brussels

The programme is as follows:

June 10 – IAB Europe Workshops, AdEx presentation, IAB Global Summit & IAA Global Brand Think Tank

DAY 1 MORNING SESSIONS AND ACTIVITIES ARE RESTRICTED TO IAB MEMBERS AND PRESS ONLY

8am – 2pm

Registration

10am – 3.30pm

IAB Global Summit (*National IAB's only*)

Key topics: Training, Expenditure, Measurement and General Economics

12 – 5.30pm

IAA Global Brand Think Tank (*Invitation only*)

11am

Coffee Break

12 – 12.30pm

Press conference (*press only*) to announce the results of the AdEx 2008 pan-European advertising expenditure report. The AdEx Report is IAB Europe's annual report on advertising spend across Europe.

PUBLIC SESSIONS – sessions and activities listed below are open to all delegates

12.30pm

Welcome by Alain Heureux, in Pebble Wood Corner Restaurant, 1st Floor.

12.35pm

Lunch

1.45pm-3pm

Conference delegates are invited to participate in one of the **IAB Europe Workshops**. These are based on various activities of our Working Groups and Task Forces:

- *Public Affairs*. Steering Committee : Jon Lund (IAB Denmark), Peter Bisa (IAB Germany) and Jan Decorte (IAB Belgium).
 - Debate : E-Privacy debate and Self-Regulation
- *Targeting*. Steering Committee : Martin Radelfinger (Goldbach Media), Nick Stringer (IAB UK) and Thomas Schauff (IAB Germany)
 - Debate : Behavioral Advertising Good Practices in Europe
- *Mobile*. Steering Committee : Hervé Lejouan (comScore)
 - Debate : Standardisation and Audience Measurement
- *Display*. Steering Committee : Eric Urdahl (United Internet Media), Eric Tartanson (Hi-Media) and Matt O'Neil (Admonsters)
 - Debate : Glossary for formats
- *Performance Based Marketing*. Steering Committee : Roderick den Daas (IAB Netherlands), Borge Sandengen (IAB Norway) and Mitja Jereb (Nadji Slovenia)
 - Debate : Developing a White Paper with case stories

3pm-5.30pm

Public Affairs Roundtable "Policy Challenges and Options in Addressing Consumer Protection in the Online Environment". Chaired by Robert Madelin, Director General, Directorate General for Health and Consumers, European Commission, 's (by invitation only)

4pm-5.30pm

AdEx (European Advertising Expenditure) Presentation - Listen to PriceWaterhouseCoopers, and other industry experts as we reveal the latest figures for European advertising expenditure for 2008, and look at trends and forecasts for 2009.

5.30pm

End of sessions

7pm

Informal **networking dinner**, providing people with a moment to catch up in a relaxing environment, hosted by IAB Europe.
The Dominican Hotel, Rue Léopold 9, 1000 Brussels

June 11 – Interact Congress

8.30am

Registration

9.30am

Welcome by Alain Heureux, President and CEO of IAB Europe

9.45am

Opening : Google

10.15am

Key note session : Orange

10.45am

Coffee Break

11.00pm

Panel Discussion 'Making Integration Win' chaired by Simon Waldman, Director of Digital at The Guardian. Panellists include:

- **Yahoo!** – Kristof Fahy – VP Marketing Europe
- **Turner/CNN International** - Didier Mormesse - Senior VP of Advertising Sales Research, Development and Audience Insight
- **Platform A** – Brendan Condon – Managing Director Internat.
- **Alcatel-Lucent** - Richard Fraser, Director Business Strategy - Advertising Solutions – EMEA
- **Weborama** – Alain Lévy - CEO

12.00am

Panel Discussion 'Spending Shifts' chaired by Guy Phillipson, Chair of Board IAB Europe & CEO IAB UK. Panellists include:

- **Group M** – Ruud Wanck – COO Interaction
- **L'Oreal** – Georges-Edouard Dias – SVP e-business
- **Screen Digest** – Vincent Letang - Senior Analyst
- **Nugg.ad** – Stephan Noller - CEO
- **SAP - David Keene** - Global Vice President Marketing and Competition
- **Nielsen Online** - John Burbank – CEO
- **Yahoo!** – Terry von Bibra, Managing Director & Vice President Business Management APG Yahoo! Europe

- 1.00pm** **Lunch Break**
- 2.15pm** **Key note session :** John Mangelaars – Regional Vice President Consumer & Online International division for EMEA - **Microsoft**
- 2.45pm** **Panel Discussion** ‘Long Tail, Short Tail’ chaired by Michael Nutley, Chief Editor of **New Media Age**. Panellists include:
- **Banner** – Hanne Tuomisto-Inch – Online Communications Director
 - **Netlog** – Lorenz Bogaert – CEO
 - **AdLINK Internet Media AG** - Marc Stilke – COO
 - **Nokia** – Tom Henriksson, Head of Interactive
 - **Axel Springer** – Robert Bosch – Head of Digital
 - **Truvo** – Gianluca Carrera– VP New Media
- 3.45pm** **Panel Discussion and Case Studies** – ‘Winning business in emerging markets’. Panellists will discuss the opportunities for selling European brands abroad in emerging countries like Brazil, Russia, India and China as well as presenting successful case studies. Chaired by Thomas Duhr Executive Sales Manager – **United Internet Media**. Panellists include:
- **Hi-Media** – Cyril Zimmerman – CEO
 - **China** – Paul Denlinger – CEO - Initiating the set-up of an IAB in China
 - **comScore** – Michael Read – VP Europe
 - **Russia** - Andrey Sveshnikov – CEO - Initiating the set-up of an IAB in Russia
 - **Goldbach Media** - Martin Radelfinger – Chief Business Development Officer
 - **Gemius** – Filip Pieczynski - VP
- 4.45pm** **Coffee Break**
- 5.15pm** **Closing key-note:** Chris Clarke – Chief Creative Officer **LBI**
- 5.45am** Close by Alain Heurreux, President and CEO of IAB Europe, and President of IAB Belgium
- 7pm** Cocktails (*available to full package delegates and VIPs only*)
- 8pm** Gala dinner and Networking, Radisson SAS Royal Hotel, Brussels (*available to full package delegates and VIPs only*)

June 12 – IAB Global Summit, Research Showcase on Social Media, and networking

- 10.00am** **IAB Global Summit** (continues) (*IAB members only*)

PUBLIC SESSIONS – sessions and activities listed below are open to all delegates

- 10.00am** **Research Showcase on Social Media:** Presentations on the latest research from the world of social media
Netlog, Trendstream, Facebook, Bebo, mySpace, StudyVZ, Hyves, LinkedIn, Nielsen Online
- 10.00am** **MIA (Measurement of Internet Audiences) presentation** -
The Measurement of Interactive Audience Project (MIA Project) is a joint initiative between the EIAA and The Interactive Advertising Bureau (IAB) Europe. It's main objectives are to analyse audience measurement methodologies across the world and as well as to study the potential for industry-agreed standards that can be applied to the planning phase of international advertising campaigns. It is hoped that the Project's recommendations will help the online medium to be appropriately measured alongside other media, moving forward towards a methodological approach for online measurement that is accepted by all.
- 11.30am** **Coffee Break**
- 12.30** Lunch & networking activity
- 2.00pm** **Close**