Where Europe’s top brands, agencies and publishers benchmark their response and solutions to the current environment

“A good mix of core and inspirational content - This event does not only address the challenges being faced by brands, agencies and publishers but also features inspirational content to ensure you walkaway feeling inspired to make real step changes in your business”

Hugo Grimmer, Head of Programmatic Media Trader, Air France

“The biggest and most senior programmatic speaker faculty across Europe - Only here do you hear from 50+ heads of media and programmatic from Europe’s’ top brands, agencies and publishers, all sharing their first hand experiences on the dos and don’ts to build a winning programmatic media strategy”

Zi Liang, Global Head of Audience Management & Targeting, Philip Morris

“Definitely a perfect meeting to attend - No other event brings all the programmatic ecosystem players together to discuss a broad variety of topics covering all different aspects of the entire programmatic ecosystem”

Steve Pollack, Head of Media Communications, Nestle UK & I

“Great event to meet brands and agencies working in programmatic, share learnings and capture key agency principles and concepts on how we as an industry can evolve and develop market leading solutions”

Richard Robinson, Head of Programmatic, Auto Trader UK
Advisory Board 2020

- Thibaut Portal, Head of Global Media, Pernod Ricard
- Teresa Fusaro, Head of Product, Programmatic Media, Nestlé
- Stephen Chester, Director of Media, ISBA
- Oliver Gertz, Managing Director Interaction EMEA, Programmatic Lead, Mediacom
- Benoît Cacheux, Global Chief Digital Officer, Zenith
- Ben Walmsley, Commercial Director, News UK
- Chris Liversidge, Chief Executive Officer, QueryClick

BRANDS

- Richard Brooke, Director, Global Media Operations, Unilever
- Schwab Ingo, Global Head of Media Digitalization, Deutsche Telekom NEW
- Gayle Noah, Media Director, UK & Ireland, L’Oreal NEW
- Phillipe Laville, Head of Regional Media Brand Europe, Procter and Gamble NEW
- Laure de Bary, Global Head of Digital and CRM, Nestlé Nutrition
- Teresa Fusaro, Head of Product, Programmatic Media, Nestlé
- Justyn Lucas, Global Head of Programmatic & Adtech, Philip Morris International NEW (RESERVED)
- Richard Bettinson, Director, Media Strategy & Planning, EMEA, Hilton NEW
- Carlotta Meneghini, Head of Programmatic & Digital Marketing, Vodafone NEW
- Maria Gräfin von Scheel-Plessen, Global Head of Media, Montblanc
- Ravi Jagdeo, Head of Programmatic, Reckitt Benckiser
- Stephanie Bell, Executive Director, Procurement - Global Marketing Services & Transformation, AVON NEW
- Noemi Nicastro, Programmatic Display Manager, Adidas NEW
- Sven Stuehmeier, Group Head of Digital Communication & Technology, Vodafone NEW
- David Costa, Programmatic & Search Tech Lead, Bayer
- Konrad Dobschuetz, Commercial Director, Pfizer
- Velit Dundar, Director, eCommerce & Programmatic, EMEA, Radisson Hotel Group NEW
- Valentina Torrusio, CEE Data & Productivity Connections Manager, Coca-Cola NEW
- Ferdy Looijen, Media Manager, American Express NEW
- Thanos Patsis, Global Head of Online Media & Mobile, Betway Group
• Dean Robinson, Programmatic Lead, Marketing, William Hill NEW
• Aleksandra Beyer Nunes, Global Programmatic Buying Manager, The Economist NEW
• Sheila Nazir, Head of Digital Operations, Rail Delivery Group

Agencies
• Benoit Cacheux, Global Chief Digital Officer, Zenith NEW
• Samir Shah, Head of Data and Ad Tech, Zenith
• Femi Taiwo, Data & Technology Strategy Director, OMD NEW
• Tim Edwards, Global Head of Digital & Data, Mindshare NEW
• Liting Spalding, Head of Audience Planning and Programmatic, Havas Media Group NEW
• Martin O’Boyle, Managing Director, Partnerships, Publicis Media
• Rodney Collins, Regional Director, EMEA, McCann Truth Central NEW
• Azad Ali, Head of Programmatic, Blue 449

Publishers
• Ben Hancock, Global Head of Programmatic, CNN International NEW
• Damon Reeve, CEO, The Ozone Project
• David Fisher, Vice President, Advanced Advertising, Discovery NEW
• Bedir Aydemir, Head of Audience and Data, News UK
• Emily Roberts, Head of Programmatic Trader EMEA, BBC NEW
• Frances Hudson, Head of Programmatic Optimisation, The Guardian NEW
• Jonathan Lewis, Head of Digital Innovation & Partnerships, Channel 4 NEW
• Lara Izlan, Director, Advertising Data & Analytics, ITV NEW
• Dev Sangan, Capability & Strategy Director, Sky Media NEW
• Karen Eccles, Director, Commercial Innovation, Telegraph NEW

Associations
• Stephen Chester, Director, Media I
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>09.45</td>
<td>Welcome Address: Gabriela Garay, Content Director, Programmatic Pioneers 2020</td>
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| 10.00 | OPENING ALL-STAR PANEL: How can you navigate a privacy-first world and tackle cookie-related challenges to future-proof your programmatic capabilities? | Janaka Atugoda, Director, EMEA Data Strategy & Analytics, Johnson & Johnson  
Ben Hancock, Global Head of Programmatic, CNN International  
Karen Eccles, Director, Commercial Innovation, Telegraph  
Stephen Chester, Director, Media, ISBA  
Moderated by Dominic Satur, VP Business Development Europe, Flashtalking |
| 10.30 | CEO KEYNOTE: How can you navigate the cookie-less era to build a winning data strategy for programmatic success? | Damon Reeve, CEO, The Ozone Project  
Live Q&A                                                                                                                                 |
| 10.55 | INTERVIEW: Programmatic In-Housing beyond 2020: Join BBVA and Accenture Interactive for a candid conversation on how to manage programmatic media buying during the unprecedented year of 2020 and beyond | Sylvain Weill, Media & Programmatic Services Lead, Europe, Accenture Interactive  
Angel Canovas, Global MadTech Lead, BBVA  
Live Q&A                                                                                                                                 |
| 11.20 | CASE STUDY: Is EMEA ready to lead the world into the identity-constrained future?                     | Mike Hemmings, Head of EMEA Insights, Oracle Data Cloud  
Live Q&A                                                                                                                                 |
| 11.40 | DIGITAL MEDIA TRANSFORMATION PANEL: How can brands transform their operating model to get more trust, transparency and efficiency whilst improving the health of the media ecosystem? | Richard Brooke, Global Media Operations Director, Unilever  
Anthony Hymes, Head of Digital Media, Shiseido  
Emily Roberts, Head of Programmatic Trader EMEA, BBC  
Bedir Aydemir, Head of Audience and Data, News UK  
**Moderated by** Dan Larden, Managing Partner, Product and Partnerships, Infectious Media |
<table>
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<th>Time</th>
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| 12.10  | **KEYNOTE:** How to leverage right tools teams and partners and collaborate with the wider ecosystem to achieve full data transparency  
Third-party cookies are dying! Third-party data will disappear! Targeted advertising is a thing of the past! Digital advertisers have much to worry about if you believe the headlines. But insiders see a bright data future ahead with the right tools, teams and partners in place. Connectivity and collaboration across the ecosystem can build an equitable, responsible and transparent industry for advertisers, media companies, and consumers  
- Chris Hogg, Managing Director, Lotame |

| 12.35  | Network Lunch Break                                                               |

**Winning With Programmatic**

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<th>Time</th>
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| 13.30  | **CASE STUDY:** Unlocking the future of programatics: What data-driven tactics and metrics should you leverage in a cookieless world to achieve a successful real-time advertising?  
- Tim Conley, Client Partner | Enterprise Solutions Group, IPONWEB  
- James Miesner, Product Partner, Dentsu Aegis Network |

| 13.55  | **CASE STUDY:** How to capture your customers’ consent and preferences to provide a unified experience across devices  
Although advertising is seemingly more complicated due to privacy regulations and technology changes, there are now more ways to reach consumers, which can add additional confusion to capturing consent and preferences. In addition to desktop and mobile browsing, audiences are turning to mobile apps, connected devices (CTVs), and over-the-top (OTT) services to consume content on the go, wherever they are. Publishers and advertisers can utilize identity-based consent to ensure compliance and minimize friction within the user experience. Join this session learn about the importance of integrating a CMP, cross-device management and preference management into your publisher privacy strategy. Additionally, gain an understanding of long-term competitive benefits for gathering and leveraging first-party data as we enter into a world without third-party cookies  
- Ethan Sailer, Marketing Solutions Engineer, One Trust |

| 14.20  | **PANEL DISCUSSION:** Tackling challenges in today’s changing ecosystem: How can you prepare for the future of advertising and identity today to shape effective strategies for the future?  
- Noemi Nicastro, Programmatic Display Manager, Adidas  
- Dean Robinson, Programmatic Lead, Marketing, William Hill  
Moderator: Tom Rolph, VP, EMEA, Tapad |

| 14.45  | **CASE STUDY:** Collective Protection: An Offensive Strategy to Fighting Bots  
White Ops CEO & Co-founder Tamer Hassan has a new approach for fighting cybercrime: collective protection. Using information sharing, detection, and threat intelligence, we can... |
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<tr>
<td>15.10</td>
<td>End of the Conference- Coffee catch ups at the end of the event</td>
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break down the economics of cybercrime by making it less profitable for fraudsters. In this keynote, Hassan will detail how it is no one person’s job to fight off sophisticated bots, but an initiative everyone can take part in and ultimately, win.

Dan Lowden, CMO, White Ops

Live Q&A
### Programmatic Pioneers 2020 – 4th November
#### Main Conference – Day Two

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<td><strong>Welcome Address:</strong> Gabriela Garay, Content Director, Programmatic Pioneers 2020</td>
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</table>
| 10.00 | **KEYNOTE:** Getting the most from digital out-of-home (DOOH): How to capitalise on future trends in outdoor advertising to deliver timely and personalised messages  
*Alice Beecroft, Senior Director, Platforms Business Strategy, International, Verizon Media*  
*Jamie Nathan, Head of Data Strategy, EMEA, Verizon Media*  
Live Q&A |
| 10.25 | **ADDRESSABLE TV PANEL:** The future of television innovation: How can European broadcasters begin to leverage their data in order to make their inventory more addressable and monetisable for advertisers and agencies?  
*Martin O’Boyle, Managing Director, Publicis*  
*David Fisher, Vice President, Advanced Advertising, Discovery*  
*Jonathan Lewis, Head of Digital Innovation & Partnerships, Channel 4*  
*Dev Sangan, Capability & Strategy Director, Sky Media*  
*Lara Izlan, Director, Advertising Data & Analytics, ITV*  
**Moderated by:** Bobi Carley, Head of Media and Diversity & Inclusion Lead, ISBA |
| 10.55 | **CASE STUDY:** How to Be Great at Agile Marketing  
*The goal of marketing is to reach your audience effectively to drive outcomes for the brand. And never has it been more critical for marketers to respond to changes in consumer behavior and attitudes than in tumultuous times like these. But how can you respond strategically, with both speed and purpose? Successful brands know how to pull the right data into an agile, analytics framework to make smart decisions — and implement them quickly. Learn how Neustar worked with SAS Airlines to become more agile in their marketing execution and to optimise their investments.*  
**Vanna Bains, Strategic Growth Lead, Neustar** |
| 11.20 | **CASE STUDY:** Supercharging your path to the best supply  
*Cadi Jones, Commercial Director, EMEA, Beeswax* |
| 11.50 | **INTERVIEW:** How to carve out a strong media strategy that does not rely on third-party cookies at all  
*Aarti Suri, Senior Customer Success Manager, Permutive*  
*James Florence, Head of Programmatic Strategy, Immediate Media* |
### Agenda

**DRAFT AGENDA — SUBJECT TO CHANGE**

**Live Q&A**

<table>
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<th>Time</th>
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<tr>
<td>12.15 CET</td>
<td><strong>CASE STUDY:</strong> Lead by Adform</td>
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<td>12.30 CET</td>
<td>Network Lunch Break</td>
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**Thinking Partnership**

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| 13.30 CET | **AGENCY-BRAND FIRESIDE CHAT:** Thinking partnership, not service: How can agencies and brands build collaborative relationships to ensure mutually beneficial and highly successful alliances?  
**Agencies:** Benoit Cacheux, Global Chief Digital Officer, Zenith  
Tim Edwards, Global Head of Digital – Unilever, Mindshare  
**Brands:** Richard Bettinson, Director, Media Strategy & Planning, EMEA, Hilton  
Ravi Jagdeo, Head of Programmatic, Reckitt Benckiser  
**Moderated by Andrew Lowdon, Director of Agency Services, ISBA** |

**Ad Verification & Brand Safety**

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| 14.00 CET | **FIRE SIDE CHAT:** How can brands safely engage with kids through digital marketing?  
_In a digital landscape which is constantly changing, the challenges for brands and agencies to both safely and effectively reach the under-16 audience has never been greater. Many brands shy away from this target audience as it is a challenge to deliver campaigns in compliance with regulations, however Kids are critical influencers across household purchases. A recent study proved that 72% of kids act after seeing an ad. Join MediaMath and partner SuperAwesome alongside Penguin Random House to hear how to enable child-directed safe digital advertising to make your u16 ads efficient, relevant and compliant._  
- Kate O’Loughlin, COO of North America, SuperAwesome  
- Noemi Mckee, VP Client Success, MediaMath  
- Rick Garcia, Advertising Operations Manager, Penguin Random House |
| 14.25 CET | **FIRE SIDE CHAT:** Context Matters: Living in a Privacy-Friendly World  
_Given the onset of privacy regulations, such as GDPR and CCPA, and most browsers sunsetting third-party cookies, the industry is finding new alternatives to third-party audience targeting. While this presents its share of growing pains, most advertisers are pivoting toward privacy-friendly solutions that do not rely on personally identifiable information — which is a win for everyone._  
_This session will explore how new technologies like semantic science and ontology are powering sophisticated contextual strategies that go beyond traditional keyword lists. We’ll discuss innovative approaches advertisers can take to ensure they’re still delivering KPIs in a post-cookie world._  
- Steve Mougis, SVP of Programmatic Sales, DoubleVerify  
- Melinda Clow, Head of Programmatic Activation, Omnicom Media Group UK |

**Live Q&A**
### Navigating A Privacy First World

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| 14.50 CET | **CASE STUDY:** Innovation for a cookieless world: leveraging anonymised telco data to power and measure omnichannel programmatic campaigns. Skyrise Intelligence have partnered with the UKs leading telco networks to create an innovative, privacy-first and completely cookieless / ID-less approach to optimising programmatic campaigns and measuring their effectiveness.  
- Alex Petrie - CEO & Founder, Skyrise Intelligence  
- Jonny Whitehead - Board Member, Skyrise Intelligence |
<p>| 15.15 CET | END OF THE CONFERENCE |</p>
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| 10.00 | **OPENING KEYNOTE:** Implementation of European NetID Foundation’s unified ID system: How to manage data privacy through a single portal and combat the duopoly?  
Achim Schlosser, CTO, European netID Foundation |
| 10.20 | Virtual Discussion lead by Achim Schlosser, CTO, European netID Foundation                                                  |
| 10.40 | **HEAD OF MEDIA KEYNOTE:** Programmatic branding in a cookie-less world: How the digital ecosystem needs to find new ways of reinventing itself!  
Schwab Ingo, Global Head of Media Digitization, Deutsche Telekom |
| 11.00 | Virtual Discussion lead by Schwab Ingo, Global Head of Media Digitization, Deutsche Telekom                               |
| 11.20 | **Roundtable 1:** How to define critical success factors for rolling out a cross-border programmatic approach that is efficient and effective  
Valentina Torrusio, CEE Data & Productivity Connections Manager, Coca-Cola; Ferdy Looijen, Media Manager, American Express; Phillipe Laville, Head of Regional Media Brand Europe, Procter and Gamble |
|       | **Roundtable 2:** DMP, CDP or a bit of both?: How can you identify, select and implement the right data platform for your business to achieve greater ROI from your programmatic marketing today and tomorrow?  
David Costa, Programmatic & Search Tech Lead, Sony; Femi Taiwo, Data & Technology Strategy Director, OMD; Oscar López Cuesta, Audience & Data Management Platform Manager (DMP), Orange |
|       | **Roundtable 3:** How can you upskill your talent to achieve the right combination of customer focus and technical skills to thrive in the modern media landscape?  
Azad Ali, Head of Programmatic, Spark Foundry; Sheila Nazir, Head of Digital Operations, Rail Delivery Group; |
| 12.00 | LUNCH BREAK                                                                                                               |
| 13.00 | **INSPIRATIONAL GUEST SPEAKER:** What’s going on in the world of Gen Z And who (and what) are Gen Z?  
Rodney Collins, Regional Director EMEA, McCann Truth Central |
| 13.30 | **IN-HOUSING VIRTUAL BOADROOM:** What brands find most difficult to take in-house. How can you increase your programmatic footprint in order to gain more control of your media performance?  
Share with your peers challenges and successes  
- Sven Stuehmeier, Group Head of Digital Communication & Technology, Vodafone |
|       | **BRAND SAFETY VIRTUAL BOADROOM:** How can you use ad verification to tackle online fraud and continue spotting the areas that stop the ads from reaching the widest possible audience?  
  - Maria Gräfin von Scheel-Plessen, Head of Global Media, Montblanc  
  - Teresa Fusaro, Head of Product, Programmatic Media, Nestlé  
  - Adam Samulak, Senior Media Programmatic Buyer, Volkswagen Group |
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- Aleksandra Beyer Nunes, Global Programmatic Buying Manager, *The Economist*
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<th>WORKSHOP DAYS</th>
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10:00 CET  

**WORKSHOP:** Leaping into the great beyond: the id-constrained future

We’re at a unique inflection point: two years after GDPR and one year before the planned Chrome cookie deprecation, the EMEA adtech industry is uniquely poised to lead the global programmatic industry into the next phase of digital advertising.

But are we ready to take the leap into the id-constrained future? Is it possible for marketers to find new ways of harnessing data driven insights despite the fundamental shifts in digital advertising infrastructure?

Join Oracle Data Cloud and MediaMath in this workshop for a poll-driven interactive discussion about:

- Lessons we can take from how we got here
- What the next gen of cookieless products can deliver
- Where the major opportunities and challenges lie
- What cookieless success looks like in 2021 and beyond

Jo Coombs, Senior Business Development Partner, EMEA, **Oracle Data Cloud**  
Giovanni Tricarico, Director, Enterprise Accounts, **MediaMath**

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11.00 CET  

**WORKSHOP:** Managing Audiences, Identity & Experience – Key Takeaways for Modern Marketers in an uncertain time

Brands’ audience data has never been more pivotal in digital advertising. With an explosion of addressable channels, the demise of third-party cookies, and COVID’s impact on consumer behaviours, insights from audience data are vital for brands to adapt. What are the key considerations for marketers who are navigating this current landscape? How are they fostering rich, digital-first experiences while compensating for the shift toward broadcast media? Listen to the main takeaways from our panel of experts.

- Richard Kanolik, Programmatic Lead UK, **Vodafone**
- Sandy Ghuman, SVP Data Strategy, **Silverbullet**
- Moderator: Phil Acton - UK Country Manager - **Adform**
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<th>Time</th>
<th>Workshop</th>
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| 14.00 CET | **WORKSHOP:** Overcoming poor data quality & flawed attribution to reduce wasted spend and increase ROI  
Marketing spend is under heavier scrutiny than ever from the finance department right up to the boardroom. The need to accurately demonstrate its effectiveness for new customer growth is also becoming increasingly immediate. But a lack of trust in data and poor attribution models mean senior marketers often lack the right tools to push back on this, with up to a staggering 80% inaccuracy in marketing analytics data.  
Join Chris Liversidge (QueryClick Founder & CEO) for this workshop as we discuss  
- the ongoing challenges in attribution for digital marketers today  
- whether there really are any valid alternative solutions for the attribution market  
- the important part that data has to play as you consider your options  
- the challenge of overcoming walled gardens including Facebook  
- Chris Liversidge, CEO & Founder, QueryClick |
| 10.00 CET | **WORKSHOP:** The Importance of Tech Collaborations in 2020  
Given the disruption of COVID-19 this year, many agencies were challenged to be agile and nimble in adapting their approach to media planning. Thoughtful and efficient planning — as well as brand safety and suitability strategies — have been vital in ensuring audience interest and brand loyalty throughout this year of uncertainty.  
In this session, DoubleVerify and m/SIX will discuss how 2020 put even more emphasis on the need for media agencies to work with verification partners. We’ll highlight the approach, execution and impact of our collaboration, with interactive polls discussing:  
- Why verification and ad tech partners became even more vital in 2020?  
- What to look for in a new vendor relationship?  
- DoubleVerify |

**11th November**
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<tr>
<th>Time</th>
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<th>Description</th>
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| 11.00 CET | **WORKSHOP: Practical guidance on changing your media operating model during Covid** | With the focus firmly on digital transformation, how can marketers continue to transform their media operating model to best serve their company in the current circumstances? How do marketers balance the need to cut costs with the need to get closer to their customer in this time of uncertainty?  
  
  This interactive workshop kicks off with a chat to Caroline Harrison, who heads up marketing for HSBC’s Wealth & Personal Banking service. Caroline is responsible for managing all performance marketing channels & customer engagement for the retail bank and played a leading role in the recent changes to HSBC’s media operating model.  
  
  We will then move to a roundtable where attendees have the chance to share their challenges and solutions to operating model change.  
  
  - Caroline Harrison, Head of WPB (Wealth & Personal Banking) Marketing, HSBC  
  - James Coulson, Managing Partner, Strategy, Infectious Media |
| 14.00 CET | **WORKSHOP: How to optimise your path to the best supply!** | The ISBA/PWC report into Transparency in the Programmatic Supply Chain has put the spotlight onto Supply Path Optimisation. Supply chain transparency has been a focus for programmatic in-housers for some time, but now, as more and more brands work with their agencies and teams (?) to optimise their programmatic advertising activity, finding the most efficient route to the best supply is coming to the foreground. The rise of header bidding, and increase in routes to supply has also been a big factor influencing the impact that |
SPO can have on your advertising. While some detailed analysis of your log-level data is required, there are some simple steps you can take, together with your partners to optimise your supply path. In this workshop, Cadi Jones will share best practice on:

- Auction methodologies influencing the Supply Path
- Access AND Limitations to supply
- Litmus test: how to assess your current Supply Path
- How SPO will evolve over the next 12 months and how to prepare

- Cadi Jones, Commercial Director, EMEA, Beeswax