

Smart ad:tech Picks –Day One

Quick Guide for November 2

10:40 - 11:40am

Re-inventing to Remain Relevant

Sailthru Keynote Hall

Keynote speaker: Rishad Tobaccowala, Chief Strategist, **Publicis Groupe**

Not to miss Programmatic Punch Sessions in the Drum Hall:

12:00 - 12:45pm

Video Advertising: The Issues and Solutions

Participants: Ronan Shields, Digital Editor, **The Drum**; Barry Green, Head of Business Development, **VertaMedia**; Thomas Shell, Programmatic Sales and Video Consultant, **dailymotion**; Bon Regular, Managing Partner; Jon Bond, Chief Tomorroist, **TOMORROW**

3:00 - 3:45pm

Ad-blocking

Participants: Andy Oakes, Managing Director, **The Drum**; Jim Daily, President, USA & Canada, **Teads**; Brendan Riordan-Butterworth, Senior Director, Technical Standards, **IAB**; John Montgomery, Executive Vice President, Brand Safety, **GroupM**; Michelle Zitz, Director of Global Data Solutions, **The Economist**

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Quick Guide for November 3

9:45 - 10:15am

A session with the Internet of Things Consortium: IoT and the Marketing Revolution, Brightline Hall

Participants: Ohad Zeira, Verizon (Moderator) with executives from Philips, Nielsen, IBM and Kiip

11:35 - 12:15pm

A View From Europe: New Advances that will Shape our Future, Sailthru Keynote Hall

Participants: Mark Cripps, The Economist (Moderator) with panelists from McCann World Group, Zurich, Somo, and Facebook

12:30 - 1:15pm

A Session with SheKnows: Branded Content and Native Advertising, the Miracle Mix, Titan Hall

Participants: Panelists from SheKnows

3:45 - 4:30pm

Closing Keynote , Sailthru Keynote Hall

Keynote speaker: Terry Kawaja, Founder and CEO, Luma Parnters

Not to miss Programmatic Punch Sessions in the Drum Hall:

11:30 - 12:15pm — Programmatic Video Internationally

3:00 - 3:30pm — The Programmatic Manifesto