

Agenda - Thursday, November 8, 2018

8:00 AM - 9:00 AM	Registration and Networking Breakfast
9:00 AM - 9:05 AM	The State of Online Advertising
9:15 AM - 9:45 AM	The Future of Being Connected What does it mean to be connected, and how will our devices define our relationship with the each other and the brands we care about? As the number of connected devices consumers use increases, the number of face-to-face interactions we have decreases. In this timely session, we'll explore what that means for the current and future state of marketing and its applications.
9:50 AM - 10:20 AM	Panel 1: Measurement
10:25 AM - 10:40 AM	AM Case Study 1
10:45 AM - 11:10 AM	Networking Break
11:15 AM - 11:30 PM	Case Study 2: Presented by GeoEdge
11:35 AM - 12:15 PM	Panel 2: To Be Announced
12:20 PM - 12:50 PM	Panel 3: Consumer Data Protection Presented by Google
12:50 PM - 2:00 PM	Lunch
2:00 PM - 2:30 PM	Panel 4: Programmatic Advertising
2:35 PM - 3:00 PM	Panel 5: Consumer Privacy
3:00 PM - 3:30 PM	Panel 6: Connecting Code and Money: Cryptocurrency Summarized Hear from Steven Nerayoff, the legal architect of Ethereum's record-setting token sale and ICO which continues to be the basic structure used throughout the world today. He'll share predictions on the future of security tokens, cryptocurrency and the broader impact that blockchain will have on the way that value is exchanged digitally.
3:35 PM - 4:00 PM	Panel 7: Data Protection & GDPR Presented by Quantcast
4:00 PM - 4:15 PM	Networking Break
4:15 PM - 5:00 PM	Post-Midterm Election Wrap Up
5:15 PM - 5:30 PM	Closing Remarks
5:30 PM - 6:30 PM	Cocktail Reception