

AGENDA HIGHLIGHTS

EVENT NAME	SPEAKER
MORNING SESSIONS	
8:00AM - 9:00AM	Registration and Networking Breakfast
9:00AM - 9:20AM	The State of The Online Advertising Industry - ROBERT RASKO, CEO - THE 614 GROUP - DAVID MOORE, CHAIRMAN - XAXIS & PRESIDENT - WPP DIGITAL
9:25AM - 9:55AM	The Future of Being Connected What does it mean to be connected, and how will our devices define our relationship with 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. - ADAM SHLACHTER, CHIEF CLIENT OFFICER - GROUP NINE MEDIA - ARI PAPARO, FOUNDER & CEO - BEESWAX - CHRIS CUNNINGHAM, FOUNDER - C2 VENTURES
9:55AM - 10:05AM	Location Data: The Next Controversy How much of your location based ad budget is going to waste? This eye-opening presentation by Mark Slade, CEO of Location Sciences, will shed some much needed light on the economics of location fraud and why no location data is created equally. Anyone central to decisions regarding the purchase of location based advertising will benefit from this discussion. PRESENTED BY LOCATION SCIENCES - MARK SLADE, CEO OF LOCATION SCIENCES
10:05AM - 10:40AM	TAG Announcement PRESENTED BY TAG - MIKE ZANEIS, CEO - TAG
10:40AM - 10:55AM	Networking Break
11:30AM - 12:00PM	Making Ads Work For Everyone PRESENTED BY GOOGLE - TINA DANIELS - AGENCY SALES DIRECTOR - GOOGLE - RACHEL NYSWANDER THOMAS, SVP, OPERATIONS & PUBLIC POLICY - TAG
AFTERNOON SESSIONS	
12:00PM - 1:00PM	Networking Lunch
12:00PM - 1:00PM	TAG Leadership Luncheon (Invite only) HOSTED BY TAG
1:15PM - 1:25PM	When Brands and Agencies are Well-Aligned PRESENTED BY THE 614 GROUP MARKETER ADVISORY BOARD -JOHN MILITELLO, PRINCIPAL - LONGBLINK -NATAN COHEN, CVP, AGENT MARKETING PROGRAMS - NEW YORK LIFE INSURANCE COMPANY
1:25PM - 2:00PM	Understanding The Future of Data-Driven Advertising In A More Restrictive Environment What distinguishes a company that understands how to drive results via audience-driven marketing successfully and safely? What are consumers expecting and what are marketers demanding? Hear from Spotify, a global leader in connecting consumers to music and data-driven advertising and from IPG Mediabrands, fresh off their purchase of Acxiom Marketing Services- a transformational transaction for the agency landscape. These two have a lot to share on the current and future state of data and ads. - ROBERT RASKO, CEO - THE 614 GROUP - VINCENT PAOLOZZI, EVP INNOVATION - MAGNA GLOBAL - BRIAN BENEDIK, VP, GLOBAL HEAD OF ADVERTISING - SPOTIFY
2:05PM - 2:30PM	Maintaining Control in the Programmatic Era With the evolving nature of content, brands are looking to contextual solutions to provide safe and relevant experiences for their customers. A world where automation, programmatic buying, new technologies, and a rapid evolution of digital advertising outlets means it's easy to lose control of where, how, and when customers view your ads. Hear from Oracle Data Cloud as we explore the power and opportunity for contextual intelligence in the digital advertising landscape, and using it to ensure your brand's health and protection. - KURT KRATCHMAN, GVP DATA CLOUD SALES - ORACLE DATA CLOUD - CHRIS MORGAN, VP & GM - ORACLE DATA CLOUD - MEREDITH BRACE, EXECUTIVE VICE PRESIDENT - FOX NETWORKS GROUP
2:45PM - 3:20PM	Post-GDPR and Data Regulation: Is this the New Business As Usual? Privacy laws are here to stay and yet most companies are confused about how they should handle data and what questions to ask. Get educated on the realities of recent and pending legislation—from GDPR to California and Vermont—and what they mean to your business. Rachel Glasser, Global Head of Privacy at Wunderman, Lisa Lutz, VP of Product for TiVo and Somer Simpson, Head of Product, Measure & Privacy at Quantcast will discuss the implications of these laws and what responsibilities publishers, brands, and agencies have to maintain compliance. PRESENTED BY QUANTCAST PRESENTED BY QUANTCAST - ROB BEELER, MANAGING EDITOR FOR MARKET RESEARCH, THE 614 GROUP - RACHEL GLASSER, CHIEF PRIVACY OFFICER - WUNDERMAN - LISA LUTZ, VP OF PRODUCT - TIVO - SOMER SIMPSON, HEAD OF PRODUCT, MEASURE & PRIVACY - QUANTCAST
3:30PM - 4:00PM	Networking Break
4:00PM - 4:20PM	What Is The Brand Suitability Framework? Presented by the 4A's The Brand Suitability Framework details different classes of content within each of the 13 categories for caution and assigns risk levels that advertisers can use to determine their own suitability for content, understanding that not all advertisers will have the same view of the risks posed to their brand. Join us for a presentation on how this framework is moving brand safety discussions to a more granular content level. - LOUIS JONES, EVP OF MEDIA & DATA - 4A'S - YALE COHEN, EVP, DIGITAL INVESTMENTS & STANDARDS - PUBLICIS MEDIA - JOE BARONE, MANAGING PARTNER, BRAND SAFETY AMERICAS - GROUPM - MEGAN FRISBEE, U.S. DIRECTOR AD TECHNOLOGY - ANNALECT (OMNICOM)
4:20PM - 4:30PM	Connecting Code And Money: Cryptocurrency Summarized - NOAH RAFALCO - CHIEF ENTERPRISE OFFICER - MIDORI INTERACTIVE
4:30PM - 5:00PM	Post-Midterm Election Wrap Up - TONY KATZ, HOST OF TONY KATZ AND THE MORNING NEWS AND TONY KATZ TODAY ON 93.1 FM WIBC, INDIANAPOLIS
5:00PM - 5:15PM	Closing Remarks - ROBERT RASKO, CEO - THE 614 GROUP
5:15PM - 7:00PM	Cocktail Reception and Casino Night