

	PROGRAMMATIC I/O BUY-SIDE	PROGRAMMATIC I/O SELL-SIDE	PROGRAMMATIC I/O OPS TALKS	PROGRAMMATIC I/O 101 SPOTLIGHT:TV
AM	8:00 BREAKFAST AND REGISTRATION			
9:00	Putting Ghost Ads To Work: Measuring Incrementality At Scale Garrett Johnson, Assistant Professor, Questrom School of Business, Boston University	How to Make Data More Accessible Across Company Channels Karthic Bala, Chief Data Officer Conde Nast	How To Use Blockchain To Keep Your Supply Chain Clean Will Luttrell, Founder & CEO, Amino Payments; Rachel Mervis, Programmatic Lead, Digital Media Team, Sales and eBusiness Unit, Nestlé	Programmatic 101 Workshop Chris Kane, Founder, Jounce Media Step up your programmatic expertise in this three-hour crash course. Chris Kane, founder of ad tech consultancy Jounce Media, will lead an interactive workshop that describes the “how it works” of programmatic advertising.
9:30	Special Presentation by Teads Jim Daily, Global President, Teads	Special Presentation by Quantcast	Presented by Dun & Bradstreet: Best Practices For B2B Advertisers: Business Identity Anudit Vikram, SVP, Audience Solutions, Dun & Bradstreet	
10:00	Using A CDP To Maximize Your Data Assets Yannis Kotziagkouridis, Global Chief Analytics Officer, Wunderman; Abhi Patil, Sr. Director, Customer Analytics and Loyalty Data Management, Air Canada	Programmatic And Publishers: The Latest US Programmatic Forecast Lauren Fisher, Principal Analyst, eMarketer	Streamlining The Ad Tech Stack, For OTT And Beyond Amit Chaturvedi, EVP, Revenue Operations & Product Management, Turner	
10:30	NETWORKING BREAK			
10:55	What Marketer Problems Does A DSP Solve — And Who Does It Best? Kevin Mannion, Chief Strategy Officer, Advertiser Perceptions	The State of Programmatic CPMs Matthew Goldstein, Advisor & Consultant, .msg	Optimizing The Programmatic Auction For User Experience, Speed And Revenue John Potter, CTO, Purch	Programmatic 101 Workshop (continued) Chris Kane, Founder, Jounce Media This session will cover auction dynamics, data management and campaign optimization. Attendees will receive printed copies of Jounce Media’s “Little Black Book of Ads.”
11:25	Presented by Tremor Video DSP: How To Supercharge Your Programmatic Video With Accurate Data & Advanced Creative Abbey Thomas, CMO, Tremor Video DSP	Special Presentation by PubMatic	Presented by MiQ: Getting Your House in Order: Building Data Infrastructure to Solve Business Challenges Michael Chock, EVP, US, MiQ	
11:55	Best Practices For Programmatic Brand Building Sarah Warner, Digital Investment Lead, Programmatic and Video, GroupM	Uncovering The Middle Jana Meron, Senior Vice President Programmatic & Data Strategy at Insider Inc.; Liane Nadeau, VP/ Director, Programmatic Media, Digitas	Bridging The Data Gap Between Media And Marketing Angelina Eng, Executive Director, Marketing, Data Solutions, Morgan Stanley	
PM	12:25 LUNCH			
1:30	Choose Your Own Adventure: In-House Version Josh Palau, VP Digital Strategy and Platforms at Bayer Consumer Health	Top 10 Programmatic Publisher Fireside	Ads.txt And, Now, Ads.cert - What's The Latest? Neal Richter, CTO, Rakuten	SPOTLIGHT: TV How To Review The “Full Funnel” Of TV Advertising Ben Tatta, President & Co-founder, 605 Special Presentation by FreeWheel Brian Wallach, SVP/Chief Revenue Officer, FreeWheel Markets Best Practices For Addressable Advertising In Cross-Screen TV Jamie Power, COO, oneZone Media
2:00	Presented by MightyHive: Where Do You Fall On The Spectrum Of Control? Pete Kim, CEO, MightyHive	Speeding the Plow: Persuasion and Selling for Programmatic Media and Tech Teams Doug Weaver, Founder & CEO, Upstream Group, Inc.	Special Ops Talks Presentation	
2:30	Targeting Ourselves Into Oblivion Andrew Shebbeare, Co-Founder & Chief Product Officer, Essence	How To Spin Up A Media Property Quickly Kavata Mbondo, Global VP, Consumer Media, Getty Images	Leveraging Revenue Data to Make Smarter Business Decisions Stephanie Layser, VP, Advertising Technology & Operations, News Corp	
3:00	NETWORKING BREAK			
3:20	Worst Case Scenario: Surviving The AdPocalypse Martin Kihn, VP of Research, Dentsu Aegis Network	Best Practices for the Monetization and Measurement of Podcasts Hernan Lopez, Founder & CEO, Wondery	Best Practices For Data Integration Katrin Ribant, CSO and Co-founder, Datorama	SPOTLIGHT: TV How To Add TV To Your Omni-Channel Strategy Dakota Smith, Head of Growth & Business, Hopper The Advanced TV Ecosystem Map Emily Del Greco, Founder, Del Greco Solutions; Sr. Advisor, Consumer Tech & Media Practice, McKinsey; Marc Brodherson, Partner, McKinsey & Company How To Incorporate Connected TV In Media Planning FreeWheel Executive Jasme Bantens, Managing Partner, Audience Science Lead, Wavemaker; Joan FitzGerald, SVP Advanced TV Global Partnerships, PremiumMedia360; Nicole Whitesel, SVP of Enterprise Strategy, Publicis Media; MODERATOR: James Hercher, Reporter, AdExchanger
3:40	Special Presentation By Salesforce	Better Header Bidding Through AI Ash Dhupar, Chief Analytics Officer, Publishers Clearing House	How To Leverage Your Email Asset In The Privacy Age	
4:10	The Unabridged Atlas of Programmatic Supply Chris Kane, Founder, Jounce Media	Post-GDPR/ePrivacy/California Bill — What Regulations Now And Pending Mean For Pubs Paul Cimino, Global Head of Data Strategy, Prohaska Consulting; Matt Prohaska, CEO & Principal, Prohaska Consulting	Navigating Third Party Data Thea Corona, Head of Data Operations, Thomson Reuters	
4:40	ALL DAY 1 SESSIONS CONCLUDE			
5:00	WELCOME PARTY			

AM	8:00	BREAKFAST AND REGISTRATION
	9:00	Welcome John Ebbert, CEO & Founder, AdExchanger
	9:05	Advertiser Opportunities And Challenges Within Programmatic Oliver Maletz, Head of International Communication and Media Planning VMP, Volkswagen AGr
	9:25	GDPR Compliance So Far
	9:45	Special Presentation By Google
	10:05	Untangling Video Measurement Krishan Bhatia, EVP, Business Operations & Strategy, NBCUniversal Peter Bradbury, EVP, National Media Client Services, Nielsen Bryan Wiener, CEO, Comscore
	10:40	NETWORKING BREAK
	11:10	Building The Publishing Platform Of The Future Chip Schenck, VP, Data & Programmatic Solutions, Meredith Digital
	11:30	Programmatic Values
	11:50	Special Presentation by IBM
PM	12:10	How GDPR, Blockchain, and the Trust Crisis Are Shaping Ad Tech's Next Wave Andrew Frank, VP, Distinguished Analyst, Gartner
	12:25	LUNCH
	1:30	Brand Safe Or Cheap. Take Your Pick? Coleen Kuehn, Chief Media Officer, Merkle Josh Lowcock, Chief Digital & Innovation Officer / Global Brand Safety Office, UM Worldwide Brandon Miller, Digital Marketing Manager, Land O Lakes Paul Wallace, VP Media Solutions, Vice Media
	2:05	Special Presentation by Oath
	2:20	How Tribune Leads In Programmatic Ashley McGee, Sr. Director, Strategic Partnerships, Tribune Publishing
	2:40	The New School Of In-Housing Nemr Elsofary, Lead, Global Digital Media, AirBnB Kari Marshall, VP, Media, T-Mobile Brad Stamulis, Director Digital Marketing, Dish Network
	3:00	NETWORKING BREAK
	3:25	Facebook Fireside
	3:45	Problematic I/O - A Study Of The Investment Market For Ad Tech Terence Kawaja, Founder & CEO, Luma Partners
	4:05	Closing Agency Fireside
	4:25	HAPPY HOUR

Sponsors

TITLE



INNOVATION



SUPPORTING



LIVE EXCHANGE

