

PROGRAM - JUNE 15TH 2016

Les Salons de la Maison des Arts et Métiers, 9 bis Avenue d'Iéna, 75016 Paris, France

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| 8:00 to 9:00 am | Registration and welcome refreshments. |
| 9:00 to 9:05 am | Introduction by the International Advertising Association. <ul style="list-style-type: none">• Michael Lee (@MichaelLeeIAA, @IAA_Global), Managing Director, IAA |
| 9:05 to 9:20 am | Introduction to the Single Digital Market Landscape. Realities and Ambitions. <p>There is a huge diversity of businesses and entrepreneurs with creativity, ambition and talent - all deploying digital tools that create employment and boost economies. Opportunities are enormous. For Europe to reach its full potential, a single "digital" market that reflects the one enjoyed in the "physical" world is necessary. The scene for this and the IAA Leadership Forum will be set by our expert moderators.</p> <ul style="list-style-type: none">• Carla Michelotti (@CarlaAdLaw, @IAA_Global), Vice President Corporate Members, IAA• Ravi Mattu (@ravmattu, @FT), Technology, Media and Telecoms Editor, The Financial Times |
| 9:20 to 10:00 am | The Value of Digital Advertising to the European Digital Economy. <p>The last ten years have seen an unprecedented growth of the online advertising sector in Europe: it is now the largest advertising medium across Europe in terms of revenue, surpassing even television. With the European Commission's aim of developing a Digital Single Market (DSM) we will look closely at how the online advertising industry acts as an incubator and a key driver of the European digital economic aim - through creation of highly skilled talent pool, new technologies and broader digital sector innovation.</p> <ul style="list-style-type: none">• In conversation: Towney Feehan (@tofeehan, @IABEurope), CEO IAB Europe with Daniel Knapp (@_dknapp, @IHS4Tech), Senior Director Advertising, IHS Technologies |
| 10:00 to 10:35 am | The Real Impact of Digital on European Society. <ul style="list-style-type: none">• Keynote speaker: Paul MacDonnell (@paulmacdonnell, @DataInnovation), Head of European Policy, Center for Data Innovation• Followed by Q&A with Paul MacDonnell (@paulmacdonnell, @DataInnovation) conducted by Ravi Mattu (@ravmattu, @FT), Technology, Media and Telecoms Editor, The Financial Times• |
| 10:35 to 11:10 am | From Start-Up's to Category Busters. What Real Innovation and Opportunities Can Look Like. <p>How start-up's and new businesses operating in the digital age, can confront and confound established industries and categories.</p> <ul style="list-style-type: none">• Moderator: Marie Fenard (@google), Head of SMB Sales, Google• Panelists: Philippe de Chanville (@PhdeChanville, @ManoMano_FR), Co-founder, ManoMano; Frédérique Lorentz (@Koolicar), Marketing Director, Koolicar |

11:10 to 11:50 am

The Way Forward. The Tangible Benefits of the Digital Era.

This panel will examine how much progress has been made. The key trends and issues in Europe and other parts of the world.

- Moderator: **Carla Michelotti** ([@CarlaAdLaw](#), [@IAA_Global](#)), Vice President Corporate Members, IAA
- Panelists: **Angela Mills Wade** ([@epc_angela](#), [@EPC_Press](#)), Executive Director, European Publishers Council; **Michel Bejot** ([@galalaw](#)), Avocat au Barreau de Paris, Bernard-Hertz-Bejot; **Juliette Riviere** ([@tag_today](#)), Senior Director-Compliance Programs, Trustworthy Accountability Group

11:50 to 12:35 pm

What's Coming Next?TM for Advertising Industry Forecasts and Trends.

The worlds' leading agency holding companies and media agencies have declared 100% automated buying environment in a few years. And that media investments are continuing to make dramatic shifts to digital/mobile. Why mobile will be the future of media. What do you need to know? And what's the timetable?

- Keynote speaker: **Guy Abrahams** ([@guyabrahams](#), [@zenith](#)), Worldwide Strategic Marketing Director, Zenith Optimedia
- Followed by Q&A with **Guy Abrahams** ([@guyabrahams](#), [@zenith](#)) conducted by **Ravi Mattu** ([@ravmattu](#), [@FT](#)), Technology, Media and Telecoms Editor, The Financial Times

12:35 to 12:45 pm

Wrap Up of What's Coming Next?

Moderators:

- **Carla Michelotti** ([@CarlaAdLaw](#), [@IAA_Global](#)), Vice President Corporate Members, IAA
- **Ravi Mattu** ([@ravmattu](#), [@FT](#)), Technology, Media and Telecoms Editor, The Financial Times

12:45 to 12:50 pm

Close and thank you from the IAA France Chapter

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