



CALL FOR PAPERS BRIEF

IAB Europe, IAB Poland and the Programme Advisory Board of Interact 2019 are pleased to invite you to submit presentation ideas for the 13th edition of Interact to be held in Warsaw, Poland on 4 - 5 June, 2019.

Introduction

Bringing together the leaders and senior members of Europe's Digital Advertising industry, Interact 2019 will provide inspiring, thought-provoking keynotes, presentations, panel discussions and workshops to help inform opinion about the future of our industry.

The Programme Advisory Board for Interact 2019 is composed of senior industry representatives from across the industry. They have kindly given their time to help us to shape the theme and topics for Interact 2019 to ensure the programme covers current and future critical issues.

Main theme of Interact 2019: Growing change. Changing growth.

The digital era has always had two constants: Change, say through technology innovation and business development, and Growth, in the tandem of increasing audiences and ever higher digital advertising spend. Both of these pillars are entering a transformation phase: Change is accelerating, with the political landscape and regulatory environment becoming just as important as technology breakthroughs and evolving consumer behaviour. Growth is shifting from a quantitative to a qualitative agenda and new business models are gradually emerging in a restructuring value chain.

The main theme will be explored through three sub-themes:

Environment

These sessions will examine fundamental consumer, economic and market trends, including marketing spend. They will also focus on the regulatory environment (with an emphasis on GDPR and ePrivacy) as well as likely major changes in the EU political landscape as these will emerge in the upcoming European Parliament elections. They will also address "horizontal" technological change that affects the entire ecosystem, most notably in the area of artificial intelligence.

Tags:

#consumer
#adspend
#GDPR
#ePrivacy
#IABTCF
#political_landscape
#Europe
#ecosystem
#environment

#digitaltransformation

Value Chain

Exploring the new ways for all stakeholders (namely media owners/publishers/broadcasters, agencies, advertisers, technology and solution providers) to achieve growth, be it through new business models and/or new partnerships. We will also examine structural changes in the ecosystem as well as the key role of critical assets, especially human resources - "talent as capital".

Tags:

#business_model
#partnerships
#human_resources
#AI
#human_intelligence
#kpi
#leadership
#programmatic
#effectiveness
#roi

Innovation

These sessions will focus on new domains of business growth and new markets formed by technological innovation and consumer uptake. These may include voice, addressable TV, DOOH, e-sports/gaming as well as existing areas, such as mobile video, that are shaping the next era of digital marketing.

Tags:

#innovations
#voice
#esport
#gaming
#video
#mobile
#dooh

How to submit your applications, schedule and general conditions for speaking:

1. The application process is open until **14 February 2019**. Applications should be sent to: presentationsinteract@iabeurope.eu.
2. The content of the application should not be a copy of the content of the brief.
3. We are planning on 15-20 minute presentations, plus 5 minutes for discussion and questions from the room.
4. If you have ideas for panel discussions, workshops, interactive presentations, these should be no longer than 30 minutes.
5. The Programme Advisory Board/IAB Europe may ask you to provide further clarification of the suggested presentation/idea.
6. The speaker may be asked to work with the Programme Advisory Board on the final shape of the presentation. The speaker will be requested to provide a final version of their presentation by the deadline provided. IAB Europe / Programme Advisory Board will publish the list of speakers by 3 April 2019.
7. IAB Europe/the Programme Advisory Board may create a reserve list of speakers who may be asked to present in case of other speakers failing to provide their presentations or being unable to attend.

8. IAB Europe/the Programme Advisory Board reserves the right to remove any application to speak at the conference in the case of promotional, sales and offensive content.
9. Presentations will be made available to conference participants. The Presenter agrees to share the material presented and for IAB Europe/IAB Poland to record the content of the presentation and gives IAB Europe the right to disseminate it.
10. By submitting his or her presentation, the speaker consents to the publication of his or her name, photos and biography. The speaker also agrees to take part in jointly determined marketing activities (interviews, video, featured content) for Interact 2019.
11. The presenter will receive a personal entry to Interact 2019, entitling them to full participation at Interact (two days of conference and the Welcome cocktails).

CALL FOR PAPERS CONTACTS: In case of any questions, don't hesitate to contact Jules Mantle, events@iabeurope.eu or Małgorzata Walendziewska, m.walendziewska@iab.org.pl.

SPONSORSHIP CONTACTS: Potential sponsors should contact Alison Fennah, fennah@iabeurope.eu to learn about the broad range of sponsorship opportunities.

MIXX Awards Europe and IAB Europe Research Awards CONTACTS: In case of any questions, don't hesitate to contact Marie-Clare Puffett, awards@iabeurope.eu.