

12.00

WELCOME COFFEE

12.30



### IN-HOUSE PROGRAMMATIC ADVERTISING : ADVANTAGES & CHALLENGES

**TAKEAWAY** - SANNE VAN DER MEER

12.55



### WINNING WITH PROGRAMMATIC OUT OF HOME IN 2024 !

**VISTAR MEDIA** - GIDO ANDRIESSEN

13.20



### THE IMPACT OF COOKIELESS ON THE PROGRAMMATIC MEASUREMENT

**PROXIMUS** - ALEX VAN DE WAL

13.45

NETWORKING BREAK

14.10



### THE SUPERPOWERS OF SPOTIFY 1ST PARTY DATA IN A COOKIELESS WORLD

**SPOTIFY** - JULIEN HAMAÏMI

14.35



### PROGRAMMATIC IN A COMPETITIVE ENVIRONMENT : FROM INNOVATION TO PERFORMANCE

**LADBROKES** - SIMON MAHIEU

15.00



### BRINGING OUTDOOR INSIDE THE CROSS-CHANNEL PROGRAMMATIC ECOSYSTEM

**CLEAR CHANNEL** - DOMINIC DUNNE

15.25

NETWORKING BREAK

15.50



### LEVERAGING CONSIDERATION: MAXIMIZING PDOOH'S IMPACT IN THE DIGITAL MEDIA MIX

**DISPLAYCE X KINESSO** - MARIE GAESTEL & ISABELLE LAMBERT

16.40

CLOSING COCKTAIL

POWERED BY

