

PROGRAMME OF THE DAY

13.00 - 13.10

INTRODUCTION AND HIGHLIGHTS OF THE DAY

13.10



GOOGLE
Frederik Dooms

PROGRAMMATIC IN A COOKIELESS WORLD

13.40



YELDBIRD
Szymon Pruszyński

AD MONETIZATION IN A CONSTANTLY EVOLVING ECOSYSTEM

14.10



COMPLIMENT
William Detry

A TEST & LEARN APPROACH - LEARNINGS FROM A START-UP

14.35 - 15.00

NETWORKING BREAK

15.00



2DEHANDS
Bernard de Vreede

MOVING TOWARDS A PREDICTIVE DIGITAL FUTURE

15.30



DR. OETKER
Ingrid Neven

THE WAY TO ONE'S HEART IS THROUGH HIS OR HER STOMACH ...
SO HOW DOES DR. OETKER COMBINE DATA DRIVEN ADVERTISING
WITH EMOTIONAL DRIVEN SALES?

16.00



PROGRAMMADS
Jo Delannoy

PROGRAMMATIC INHOUSING (clientcase Proximus)

16.25 - 16.40

NETWORKING BREAK

16.40



INTRACTO
Glenn Weuts

COOKIELESS FUTURE
IMPACT ON PROGRAMMATIC ADVERTISING

17.10



JUSTPREMIUM
Adrien Van Damme

HOW TO HARNESS CREATIVITY AND RICH MEDIA TO
GRAB ATTENTION AND DRIVE ACTION

17.35



MICROSOFT
Bela Papp

OF IDENTITY & PROGRAMMATIC - NEW CHALLENGES

17.35 - 19.00

CLOSING COCKTAIL