

MARKETING MEDIA & PRIVACY

2018: dawn of the privacy era

22 May 2018

09:00 – 18:00

IBM Client Centre London,
76/78 Upper Ground, South Bank, London

On 22 May, three days before The General Data Protection Regulation (GDPR) comes into force, Marketing, Media and Privacy (MMaP) brings together leading experts to discuss the future of media and marketing in a post-GDPR world and the evolutions we will see in the following 12 months as GDPR comes into full effect.

Questions that will be answered on the day

- Does GDPR offer a real chance of transparency? Or will there always be smoke and mirrors?
- Can new technology really protect privacy, build trust and drive competitive advantage?
- Has GDPR killed programmatic trading?
- What are the best ways to ask for consent, and once you have it what do you do?
- Can trust and engagement be built with pseudonymity, transparency and accountability?
- Legal-speak has made privacy unusable. Can we rescue privacy from the lawyers?
- GDPR has made targeted media risky, can trade associations help de-risk?

Be prepared to hear some lively debates, controversial views and case studies that reveal how brands and publishers plan to use compliant data for media and marketing.

Event partners



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Agenda

- 09:00** Welcome address from event partners, IBM, Kantara Initiative and The Trust Bridge
- 09:15** Opening keynote
- 09:50** Will GDPR drain the digital media data swamp?
- 10:35** Coffee and networking
- 11:00** Can new technology really protect privacy, build trust and drive competitive advantage?
- 11:45** GDPR has killed programmatic! Long live people-based marketing!
- 12:30** Lunch
- 13:15** Asking awkward questions: What is the best way to ask for consent?
- 14:00** Can trust and engagement be built with pseudonymity, transparency and accountability?
- 14:45** Coffee and networking
- 15:00** Legal-speak has made privacy unusable. Can we rescue privacy from the lawyers?
- 15:45** GDPR has made targeted media risky, can trade associations help de-risk?
- 16:30** Closing keynote

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Speakers

Alasdair Cross
Commercial Director
Plcompli



Can Huzmeli
GDPR Programme Manager
Skimlinks



Richard Reeves
Managing Director
AOP



Paul Gubbins
Head of Programmatic
Unruly



Dino Myers-Lampety
Managing Director
MullenLowe Mediahub



more to be announced soon

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