

On 22 May, three days before The General Data Protection Regulation (GDPR) comes into force, the Media, Marketing and Privacy event (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.

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

MARKETING MEDIA & PRIVACY

22 May 2018

09:00 – 18:00

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

Speakers

Alasdair Cross
Commercial Director
Plcompli



Richard Reeves
Managing Director
AOP



Can Huzmeli
GDPR Programme Manager
Skimlinks



Paul Gubbins
Head of Programmatic
Unruly



more to be announced soon

Who is attending?

- In-house & agency media buyers
- Publishers
- Media trading platforms
- Data management platforms
- Media planners
- Data Scientists
- Data Protection Officers
- Ad-buying platforms
- Media management platforms
- Consultants

Sponsorship opportunities

We are offering a limited number of sponsorship opportunities to our partners which offers them the opportunity to:

- Engage brand business decision makers actively seeking solutions and advice
- Promote their company as a thought leader and solution provider
- Generate leads and write new business
- Close sales and maintain relationships

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	Deluxe Option	Premium Option	Platinum Option
Number Sponsorships Available	1	3	2
Dedicated room to meet with delegates			✓
2.5m x 2m exhibition space in the main networking area		✓	✓
Three complimentary VIP passes for existing and potential clients	1	2	2
Professional photos of the exhibition space, including your branding	✓	✓	✓
Preferential delegate rate for your organisation and clients/prospects	✓	✓	✓
Your brand logo on MMaP website	✓	✓	✓
Branding on rolling video screen throughout the event		✓	✓
Logo on delegate guide which contains agenda and venue plan	✓	✓	✓
Logo on outside delegate pack folder		✓	✓
Marketing copy and logo in the delegate guide (50 words)			✓
Marketing flyer in delegate pack			✓
Logo to appear on all email correspondence to all delegates (pre-and post-event)		✓	✓
Opportunity to undertake a 5-minute pitch during the interstitial networking sessions			✓
Lanyard Branding			✓
Sponsorship packages £	£4,500	£7,500	£12,000

We thank **IBM** and **Arrow ECS** for sponsoring the venue and the catering and **Diageo** for sponsoring the drinks reception.

For discussion about how you could sponsor this event please contacts:

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