



INTERACT CONGRESS
BARCELONA
2010

BBC Worldwide, Microsoft, Razorfish, ValueClick confirmed for IAB Europe's Interact Congress

Industry heavyweights to discuss Online Branding in Barcelona, June 2nd & 3rd

Brussels 11th March 2010: IAB Europe is delighted to announce that senior executives from the interactive online advertising industry have confirmed their participation at the Interact Congress (www.interactcongress.eu) on June 2nd and 3rd in Barcelona.

The theme for 2010 is '**Online Branding: The time is now**'. Senior speakers from across the digital advertising sector will debate a range of key issues, from how to encourage more advertisers to use the web for branding campaigns to measuring online advertising. Taking to the stage will be:

Tom Bowman, BBC Worldwide's VP of Strategy & Operations for Global Advertising Sales is a digital advertising specialist who has worked for some of the biggest names in the industry. At BBC Worldwide he runs advertising operations and leads the team that advises clients on branding strategy across all platforms.

Laurent Delaporte, Vice President Microsoft Advertising, EMEA will discuss how brands are putting online at the heart of their brand strategy - and how today more than ever you've got to crack online engagement to survive. He will share recent examples as well as the findings of primary research to show how brands can communicate online.

Darin Brown, President of Global Accounts, Razorfish will use his keynote presentation to discuss how consumer interaction with each other and with brands has changed forever. In a world where 'crowd truth' has become as powerful as 'brand truth', how should advertisers and their agencies communicate brands online?

Carl White, CEO of ValueClick Europe is ideally placed to join the panel debate entitled 'Direct Response vs Online Branding' as he is responsible for online ad sales, affiliate marketing, ad-serving and tracking technology, PriceRunner and the company's search and publishing divisions. **Stephan Noller**, CEO of nugg.ad, Europe's largest targeting platform, will join him in the lively panel session.

Back by popular demand after last year's event, **Guy Phillipson, CEO of IAB UK** is the perfect man to tackle the first panel of the day 'Opportunities and Challenges for Online Branding', kicking off with a short presentation from IAB Europe Research Partner **InSites Consulting** on their latest research on the topic. Joining his panel will be BBC Worldwide's **Tom Bowman** and **Dean Donaldson** of Eyeblaster.

The main conference day will combine keynote presentations, three panel debates and specific case study sessions. There will also be interactive workshops as part of the Congress on 2nd May, including a session on Social Media and Branding, led by **Tom Smith of Global Web Index**, and involving the members of **IAB UK's Social Media Council**. IAB Europe and Research Partner **Screen Digest** will also reveal the eagerly awaited findings from the AdEx research, the definitive guide to online advertising spend in 22 countries across Europe.

Alain Heureux, President and CEO of IAB Europe said, "Moving online advertising from a purely direct response mechanism to an environment where online brand advertising can be effective is an important part of the evolution of the digital communications mix. We are very pleased to have such senior, experienced and knowledgeable speakers to discuss and debate this hot topic for our industry with delegates from across our diverse and fascinating region as well as from the US."

For more information or to register at the early bird discount rate, please visit http://www.interactcongress.eu/registration_2.php?prix=525

Follow us on Twitter for regular updates of speakers and their topics:
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About IAB Europe

IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) across Europe. Its mission is to promote the growth of the interactive advertising markets on behalf of its clients and national members. Supported by every major media group, advertisers, agency, portal, technology and service provider, its voice represents the interest of more than 5000 company members. IAB Europe coordinates activities across the region including public affairs, benchmarking, research, setting standards and best practices.

The member countries are Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the UK. Our corporate members include Adobe, Alcatel-Lucent, BBC.com, CNN, comScore Europe, Ernst & Young, Fox Interactive Media, Goldbach Media Group, Google, Hi-Media-AdLink, InSites Consulting, Koan, Microsoft Europe, Netlog, News Corporation, Nugg.ad, Nielsen Online, Orange Advertising Network, Publicitas Europe, Truvo, United Internet Media, Yahoo! and Zanox.

