

Back-to-back digital ad conferences offer supersaver

Bargain offer for Barcelona venues 2nd – 9th June

London May 11th 2010: Two top organisations in digital advertising have got together to offer an exclusive double registration deal for their conferences that are running consecutively in Barcelona starting on 2nd June. IAB Europe's Interact Congress 2010 and AdMonsters' Publisher Forum EU XIV have introduced an exclusive all-in-one package for both events at a discounted rate of €1,200. This presents a neat opportunity to attend both conferences: Interact 2010 from June 2nd – 3rd followed by the AdMonsters 14th European Publisher Forum from June 6th – 9th – spending the weekend between in the wonderful city of Barcelona.

The theme for Interact 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. The main conference day will combine keynote presentations, three panel debates and specific case study sessions. There will also be interactive workshops, 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.

The AdMonsters 14th European Publisher Forum will bring together more than 70 senior leaders of online advertising operations over three full days. There will be a keynote presentation by Professor David Crystal on how to monetise online content using semantic technology. The conference will also include sessions led by industry leaders and group breakouts covering a wide variety of focused and ad-ops relevant topics, including ad serving technology, inventory management, organizational structure, business process automation, ad operations policies, rich/streaming media, and case studies.

This is a doubly hot ticket that no one in the sector can afford to miss. You'll meet a host of the best brains and practitioners in the digital advertising industry as well as enjoy time networking with your peers in some excellent venues in Barcelona.

Ends

To register online please visit: http://www.interactcongress.eu/registration_2.php

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.

About AdMonsters Founded in 1999 with the singular mission of "Leading Operations Online", AdMonsters is the global community of online advertising operations and technology leaders. AdMonsters Publisher, Leadership, and Network Forums provide tightly focused, highly regarded, exclusive professional communities for ad operations leaders. AdMonsters participants are all direct peers, and we focus on specific, technical, actionable topics such as ad serving and related technologies, rich media, video advertising, the trafficking process, workflow optimization, inventory and yield management, advertising product development, best practices in policies and procedures, and industry standards. AdMonsters is about real conversations, real learning, and real best practices — and participants come away with immediately actionable solutions that provide real value. AdMonsters Professional Services offers training, business solutions and consulting services. AdMonsters.com has regularly updated content with input from industry leaders as well as discussions, a job board, training, live events and much more. AdMonsters is committed to serving the global ad operations community.