



INTERACT CONGRESS
BARCELONA
2010

AB-InBev, HSBC, Google, Mindshare, R/GA and Yahoo! join IAB Europe's Interact Congress

Online Branding will be hotly debated in beautiful Barcelona, June 2nd & 3rd

Brussels 25th March 2010: IAB Europe is delighted that so many senior figures have agreed to participate in the Interact Congress (www.interactcongress.eu) on June 2nd and 3rd in Barcelona. Advertisers, agencies, publishers, suppliers and researchers will join the event to discuss '**Online Branding: The time is now**'. The main conference day is June 3rd when the line up will combine keynote presentations, three panel debates and specific case study sessions including:

Jef Vandecruys, Global Project Leader Digital Connection, Anheuser-Busch InBev will discuss his belief that if the digital industry can work together, online advertising is capable of delivering triple digit growth. He'll also be sharing and discussing a current digital campaign that has been prepared bringing the advertiser, media agencies and sponsorship together.

Carlo d'Asaro Biondi, VP Southern Europe, Google will discuss the company's vision of the future of online advertising and marketing.

Sarajit Mitra, Global Head of Marketing & Client Experience at HSBC will keynote on how one of the world's biggest retail banking brands is engaging with consumers online.

There are three panels throughout the day. Joining the panel debate entitled 'Direct Response vs Online Branding' will be **Christophe Parcot, VP of Sales Yahoo!**, **Philipp Justus, CEO of Zanox** and **Jim Moffatt, Managing Director, London of digital agency R/GA**.

The final panel of the day examines the challenges of measuring online brand advertising. **Gian Fulgoni, Chairman and Co-Founder of comScore** will kick start the session with data unique to the Congress to illustrate where branding online can be effective. Joining the debate will be **Nick Drew, Research Manager at Microsoft Advertising, Richard Dance, Head of Digital Strategy at Mindshare, Filip Pieczynski Vice President at Gemius and Erwin Plomp, EMEA President at EyeWonder.**

One of IAB Europe's key objectives is to provide the digital industry with the proof it needs of the role and value of online advertising. There will be **two exclusive research presentations** for delegates arriving on 2nd June; IAB Europe and Research Partner Screen Digest will reveal the eagerly awaited findings from the AdEx research, the definitive guide to online advertising spend in 22 countries across Europe and Catherine Borrel, Head of Research, will present the first sight of a project carried out with IAB Europe member Google on online consumer purchasing behaviours.

Alain Heures, President and CEO of IAB Europe said, "For two days, Barcelona will be the host of the best brains in the digital advertising industry. As well as discussing the important topic of online branding, they will enjoy time networking with their peers in some excellent venues in the city, discussing the findings of our exclusive research and have valuable thinking time, all of which helps inspire our industry to continue to innovate and evolve."

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

Follow us on Twitter for regular updates of speakers and their topics:
http://twitter.com/IABEU_Interact

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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.

