



INTERACT CONGRESS
BARCELONA
2010

Put yourself in the **BIG** picture in Barcelona June 2nd and 3rd

10 reasons to be part of Interact in 2010

London 13th May 2010: Next month the world of digital advertising will come together for their must-attend event of the year. In two densely packed days delegates will get a 360 degree view of where online branding is now and where it's going. The coolest city in Europe is hosting an array of the leading thinkers and biggest players in the industry who will debate and discuss the burning issues for online advertising and invite delegates' own practical experience and ideas.

Jef Vandecruys, Global Project Leader Digital Connection, Anheuser-Busch InBev summarises the central theme of this conference better than we could "Digital advertising is capable of delivering not double, but **triple digit growth** if everyone can play their role to the best of their ability."

Tom Bowman Vice President of Strategy & Operations for Global Advertising Sales at BBC Worldwide told us that "**Behavioural targeting is beautiful for Branding**. There's a strong future for behavioural and contextual targeting in this world and that is good for brands online. Combined with a deep understanding of your audience, behavioural targeting is the 'super charger' to any online brand campaign."

Gian Fulgoni, Chairman & Co-Founder of comScore told us "**The click is the last thing an advertiser should be using to measure advertising effectiveness**. In fact there is no relationship between click rates and ad effectiveness." He's got new research for us to prove his point!

Darin Brown, President of Global Accounts, Razorfish is going to shake things up. "We've moved into an age of '**brand fan management**' when consumers become

fans of brands and want programming that we need to feed them on an on-going basis. The role for ad agencies in this world is to amplify the messages they like and broadcast them to brand fans using all the digital tools available to us. The last time the advertising agency business model innovated was in the 1960's; 50 years on and digital is now the driving force behind a much needed reinvention.”

http://www.interactcongress.eu/registration_2.php

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

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Ends

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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.

