Digital Marketing Innovation Summit

September 15 & 16 2016 | Los Angeles

“Refining your Marketing Strategy to Enhance Customer Engagement”
About the event

Overview

Digital Marketing Innovation Summit

The main themes for this year's discussion are:

- Omni Channel Marketing
- Strengthening Brand Loyalty
- The Future of Social Media & Mobile
- Evolving Content - Video, Personalization, Visual Ads

By covering the hottest topics within digital marketing we create a platform for senior level executives to obtain real action points and useful connections to better support their business goals.

Online videos of all sessions, with integrated slides and audio will be made available to all attendees after the event.
Confirmed Speakers

- Michael Conley, VP, Digital, Cleveland Cavaliers
- Aaron Burcell, VP, Growth & Product Marketing, Vevo
- Marci McCue, Chief Marketing Officer, Flipboard
- MaryGail Pezzimenti, VP, Content Creation, The Huffington Post
- MaryGail Pezzimenti, Chief Marketing Officer, Flipboard
- Nicole Carrico, Head of Content, Upworthy
- Fernando Trueba, Director, Marketing, eBay
- Gary Milner, Director, Global Digital Marketing Manager, Lenovo
- Gina (Fung) Ballenger, Senior Manager, Content Planning, Twitter
- Joanne Nichols, Head of Industry, Google
- Lesleigh Irish-Underwood, SVP, Chief Marketing Officer, United Way of New York
- Nicholas Robinson, Chief Marketing Officer, Quest Nutrition
- Sit Swan, VP, Global Digital, Elizabeth Arden
- Julie Horns, Director, Social Business, US Bank
- Tom Marcinowski, Managing Director, Email Marketing, Teach for America
- Evan Minskoff, Head of Marketing Strategy & Operations, Tumblr
- Nick Marino, Director, Social Change, TangoTab
- Maycie Thornton, Director, Social Media, BuzzFeed
- Jim McCarthy, CEO, Goldstar
- Demi Tsasis, Digital Marketing Manager, Under Armour
- Mikey Centrella, Director, Digital Communications, National YoungArts Foundation
Usually I’m exhausted at the end of a presentation. This time, I’m energized!
Gina (Fung) Ballenger  
Senior Manager, Content Planning  
TWITTER

Your Live Connection to Consumers

Storytelling has evolved as people are communicating through new platforms, objects, and devices but one question remains: How do marketers connect with consumers in a mobile-first world? Recognizing the speed of the feed and consumer expectations, brands have to add value vs. make noise. Learn strategies and techniques to use Twitter’s live canvas to connect with consumers and win the battle for relevance.

Evan Minskoff  
Head of Marketing Strategy & Operations  
TUMBLR

Building a Next-Gen Brand

Brands have historically tried to remain one thing to everyone. But the evolution of social media and related communication habits have created an environment where teens and Millennials use the world around them to express their points of view — which questions whether brands should revisit the ‘one size fits all’ approach. Building a next-gen brand requires supporting malleable identity and empowering self-expression. Tumblr’s David Hayes and Evan Minskoff will present on adapting your brand to the new reality to deepen brand loyalty.

Growing the global audience for premier music videos and Vevo branded original programming, utilizing mobile and social marketing methods, as well as community and product-driven viewer acquisition, engagement and retention.

Aaron Burcell  
VP, Growth & Product Marketing  
VEVO

Keynote Speakers

VIEW ALL SPEAKERS
Speakers in Detail

Michael Conley
VP, Digital
CLEVELAND CAVALIERS
Path to Personalization
Join Mike Conley, VP, Digital and Web Services as he goes in-depth on how the team has leveraged first-party data to drive increased adoption, loyalty and conversions through a multitude of mobile platforms.

Marci McCue
Chief Marketing Officer
FLIPBOARD
Building a Brand Narrative in Digital
Marci McCue will discuss the importance of building a brand narrative in your digital marketing campaign.

MaryGail Pezzimenti
VP, Content Creation
THE HUFFINGTON POST
Content Remarketing
The trick is how do you recapture viewers that went on your site, read your content, but did not fill in a form to become a lead? This is where content remarketing steps in.

Nicole Carrico
Head of Content
UPWORTHY
Turning Customers' Experience into Content
Brands should use and share their customers’ experiences as content. Let your target audience market your brand for you and use platforms such as Youtube, Pinterest, Instagram, Meerkat and Periscope as your marketing channels.

Fernando Trueba
Director, Marketing
EBAY
Personalization, Influencers, and Video Marketing
Fernando will look at the importance of personalization, influencers and video marketing in ensuring customer engagement.

Gary Milner
Director, Global Digital Marketing Manager
LENOVO
Currently driving digital marketing strategy at Lenovo with a key focus on optimizing and improving execution of digital media buying globally. Key responsibility was to drive digital cadence into brand marketing.
Joanne Nichols  
Head of Industry  
GOOGLE  
Strengthening Brand Loyalty & The Future of Mobile  
Joanne Nichols will discuss the how to strengthen brand loyalty & the future of mobile marketing.

Lesleigh Irish-Underwood  
SVP, Chief Marketing Officer  
UNITED WAY OF NEW YORK  
Consumer Driven Advertising  
Lesleigh Irish - Underwood will look into consumer driven advertising and how important it is to understand the needs of your target audience.

Nicholas Robinson  
Chief Marketing Officer  
QUEST NUTRITION  
Merging Storytelling, Community Building and Technology  
Nick will explore different ways to merge storytelling, community building and technology.

Sit Swan  
VP, Global Digital  
ELIZABETH ARDEN  
Accelerating Digital into a Hundred Year-old Brand  
Sit Swan will discuss how Facebook and Twitter will soon incorporate a search engine into their platform. Sit will discuss how this will effect search capabilities and create new e-commerce opportunities.

Julie Horns  
Director, Social Business  
US BANK  
Julie works directly with experts from major social platforms to discover and implement new marketing strategies. This includes implementing social media content strategy and assessing social advertising capabilities.

Tom Marcinowski  
Managing Director, Email Marketing  
TEACH FOR AMERICA  
Omni-Channel Marketing: Why Interaction Management Leads to Top-Notch Customer Experiences  
Thomas Marcinowski will look at how you can ensure good customer experience across channels.
TangoTab, a mobile app that allows users to ‘check in’ at local restaurants. Every time a user checks in, we feed a person in need locally. To date we have fed over 1 million people.

Panelists will discuss how to engage with your target demographic through social media and how to retain brand loyalty.

As the co-founder and CEO of Goldstar, I’ve led the growth of the company from infancy to the present. As the leader in the sale of excess live entertainment inventory, Goldstar sells millions of tickets a year to millions of users and partners with thousands of venues and producers.

This panel will discuss how import content marketing and in particular storytelling is within social media, in order to engage your target demographic.

Digital strategist and change agent working in marketing leadership roles in the arts & cultural sector. Passionate about the network economy, metrics-based decision making, institutional change, open knowledge share and the importance of compelling UX.

David Hayes is Tumblr’s Head of Creative Strategy, where he oversees initiatives at the intersection of brand storytelling, content marketing and remix culture. He also serves as Tumblr’s Entertainment Evangelist and was recently voted to the Ad Age “40 Under 40” and Adweek 50 lists.
Chris Briseno
Creative Director & Head of Design, UX/UI, Mobile for Global Digital Marketing
BLOOMBERG LP

Effective Design for Mobile Content Marketing

Chris will speak about effective design for mobile content marketing.

Patrick Yee
VP, Marketing & Strategy
REFINERY29

Fireside Chat - What Brand Loyalty Means to a Millennial Audience

Patrick and guest speaker will discuss what brand brand loyalty means to a millennial audience in the digital age and the difference between reach and impact.

Callan Green
Director, Social Media
L’OREAL

The Future of Social Media & Mobile

Call will discuss how social media and mobile is evolving.

Pascal Hoffmann
Former, VP Digital Strategy
WELLS FARGO

Digital Customer Experience in the B2B Space

Pascal Hoffmann will look into assessing and designing customer experience in B2B, with case studies from his experience of digital transformation in banking.

David Iudica
Senior Director, Strategic Insights & Research
YAHOO

Customer-centricity

David Iudica will discuss how being ‘customer-centric’ is on of the most important characteristics for establishing a truly ‘digital native’ culture.

Mike Germano
Chief Digital Officer
VICE

Cross - Channel Strategies

To succeed and integrate digital channel efforts, marketers now need to understand what channels — and what type of content — perform. This is the imperative.
Speakers

**Digital Panelists**

**Digital Panelists**

**INNOVATION ENTERPRISE**

Optimizing Back-End Technology to Improve the Front-End Experience

A digitally smart company recognizes that its IT systems play an important role in decreasing frustration and serving customers more efficiently.

**Pankaj Chopra**
Director, Global Strategic Insights
JOHNSON & JOHNSON

Building eCommerce through Insights

With the growing importance of eCommerce, it is essential to win in this space in order to grow Brand Leadership and Market Share.

**Orlando Lima**
VP, Digital
VIACOM

Increasing Customer Engagement Through Digital Strategy

Orlando will share his expertise in transforming the digital user experience, increasing customer engagement, and getting a better ROI for Viacom.

**Gina Pensiero**
Content Strategist
FACEBOOK

How to Stay on the Right Side of the Creep Line

Technology constantly improves, an appetite for personalization continues to grow and our ability to target becomes more and more sophisticated. This talk will help you keep your products on the right side of the creep line.

**Abigail Flora**
Brand Strategist
TWITTER

Use Twitter to Build Your Brand

Twitter strategies need to focus on building your brand, which requires you to look at each aspect of your interactions on Twitter as a brand-building activity.

**Jonathan Roberts**
SVP Data Science & Audience Development
ABOUT.COM

The Power of Contextual Relevance and the Intent-Driven Millennial

At About we have more expert content than anyone else. We see month to month, day to day, what the internet cares about – across every demographic. In this talk we'll use the lens of About.com to study the interests of millennials – the problems they need to solve, and how they learn to solve them.
### Speakers

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Panel</th>
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</thead>
<tbody>
<tr>
<td>Michael Aaronson</td>
<td>VP, Film Product Development &amp; Strategy, Digital Distribution</td>
<td>NBC UNIVERSAL</td>
<td>PANEL DISCUSSION: Positioning the Transactional Digital Video Market for Growth</td>
</tr>
<tr>
<td>Ezra Nanes</td>
<td>Senior Director, Product Experience and Design</td>
<td>ACCUWEATHER</td>
<td>PANEL: The Importance of Creating Differentiated Experiences on Owned Platforms</td>
</tr>
<tr>
<td>Valeria Strappa</td>
<td>Head of Client &amp; Strategy Management</td>
<td>CITI</td>
<td>How Digital is Changing Strategy, Impacting Culture and Affecting Productivity</td>
</tr>
<tr>
<td>Patrick Stiegman</td>
<td>VP, Digital</td>
<td>ESPN</td>
<td>Strategising for Changing Digital Mediums &amp; Platforms</td>
</tr>
<tr>
<td>Jeff Hurlow</td>
<td>Head of Brand Solutions</td>
<td>VIMEO</td>
<td>Vimeo’s Omni-Channel Communication Strategy</td>
</tr>
<tr>
<td>Kevin Sidell</td>
<td>Senior Manager, Digital Strategy</td>
<td>KELLOGG’S</td>
<td>Digital Online Media &amp; Shopper Marketing: Knowing Which 50% Works</td>
</tr>
</tbody>
</table>

**Michael Aaronson**

VP, Film Production Development & Strategy, Digital Distribution at NBC Universal and the Chief Digital Officer at Beachbody will discuss how best to position the transactional digital video market (EST/VOD) for growth amidst the vast & growing array of free or subscription video offerings.

**Ezra Nanes**

This panel will look at how the increasing dominance of platforms like Facebook, Android and iOS and how they shift the dynamic for media and content brands, who have their product consumed very often on non-owned properties.

**Valeria Strappa**

Valeria will discuss strategies for transforming your digital business culture within your organization.

**Patrick Stiegman**

Patrick delves into ESPN’s strategy for personalized targeted marketing across changing digital mediums and platforms.

**Jeff Hurlow**

The omni-channel shift essentially places the consumer and their individual preferences at the centre of all transactions and processes related to those transactions.

**Kevin Sidell**

John Wannamaker famously declared “50% of my advertising is wasted, I just don’t know which 50%”. The greatest advancements in digital over the last few years have come in the form of media, helping to drive costs down, potentially increase reach to target audiences, and show performance against key metrics.
Amber Horsburgh
VP, Strategy
DOWNTOWN RECORDS
Utilizing Brand Strategies to Drive Awareness

Building a strong brand awareness strategy isn’t just a great idea — a solid strategy helps you directly impact your company’s bottom line sales figures.

Irina Shames
Head of Sales
CNN INTERNATIONAL
A Strategy to Drive Sales

Before you look to do anything, make sure you have a clear sales strategy that aligns with your revenue goals. Look deep, inside and outside of the company for opportunities to build a killer strategy — it’s key to growing revenue.

Belen Pamukoff
Brand Director
HEINEKEN
Bringing an Hispanic Brand to General Market

In this session, Belen Pamukoff, Brand Director for Tecate (a Heineken brand), will discuss the strategy that led to an explosion of growth for Tecate in the US.

Christa Imbriale
Executive Director, Digital Production Online
ESTÉE LAUDER
Building a Culture that Fosters Innovation

Christa will talk about how to build a culture that fosters innovation for an effective digital strategy.

Elizabeth Burstein
Senior Product Manager
LINKEDIN
Accelerating Digital into a Hundred Year-old Brand

The campaign, entitled “From the Desk of Liz Arden,” expands the brand’s digital footprint and provides a fresh, personalized, behind-the-scenes consumer experience.

Kenny Miller
SVP, Digital Programming & Product
DISNEY ABC TELEVISION GROUP
Experimenting With Digital Business Models

Kenny will share his team’s strategy for creating a global infrastructure alongside a wide scale re-brand.
## Schedule

### Day 1
- **07:30** Registration - Light Breakfast
- **08:25** Chairperson Overview
- **08:50** Chairperson Overview
- **09:00** Keynote
- **10:30** Coffee Break - Exhibition Area
- **11:00** Session
- **12:30** Lunch
- **13:00** Lunch
- **13:30** Session
- **15:00** Coffee Break - Exhibition Area
- **15:30** Session
- **15:30** Coffee Break - Exhibition Area
- **16:00** Session
- **17:00** Networking Drinks - Exhibition Area
- **17:30** Networking Drinks - Exhibition Area

### Day 2
- **07:30** Registration & Pre-Summit Breakfast
- **07:30** Registration - Light Breakfast
- **08:25** Chairperson Overview
- **08:50** Chairperson Overview
- **09:00** Keynote
- **10:30** Coffee Break - Exhibition Area
- **10:30** Coffee Break - Exhibition Area
- **11:00** Session
- **12:30** Lunch
- **13:00** Lunch
- **13:30** Session
- **15:00** Coffee Break - Exhibition Area
- **15:30** Session
- **15:30** Coffee Break - Exhibition Area
- **16:00** Session
- **17:00** Networking Drinks - Exhibition Area

### Key
- **CHECK IN**
  - An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day
- **KEYNOTE**
  - Listen to actionable case studies largely brought to you by Fortune 500 companies
- **SESSION**
  - Listen to actionable case studies largely brought to you by Fortune 500 companies
- **COFFEE BREAK & LUNCH**
  - A chance to sit down, network and connect with decision makers within the industry
- **NETWORKING DRINKS**
  - A more relaxed environment in which to engage with all attendees and gain valuable connections
I can say hands down, you guys do the finest job of anyone in the media conference space.
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Who Attends

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Disney Television Group
Who Attends

The quality of speakers was extraordinarily high. They had solved difficult problems and told their stories well.

Microsoft

As per usual, you guys have done an amazing job curating a phenomenal summit with the very brightest, innovative minds in the media space. I can say hands down, you guys do the finest job of anyone in the media conference space.

Google

98% of attendees would return

96% of attendees are director level and above

90% rated the event excellent

87% would recommend to a colleague

25+ speakers

150+ participants

20+ hours

500+ minutes

sharing their insights

expected in attendance

of premium content

of solid networking
### Tickets

**Buy a group of at least 3 passes to receive up to 25% off**

Interested in attending? Register online or contact **Yazmin Oukhellou**

- **Email**: yazmin@theiegroup.com
- **Phone**: +1 415-604-3798 +44 20 3608 9832

**Book your hotel room**: Click here to book online for discounted room rates

#### Early bird tickets sold out

<table>
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<th></th>
<th>Silver Pass</th>
<th>Gold Pass</th>
<th>Limited Release</th>
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<td>Access to all Sessions</td>
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<tr>
<td>Access to all Networking Events</td>
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<tr>
<td>Access to Exhibition Floor</td>
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<td>Access to Attendee List</td>
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<td>Presentation Slide Decks*</td>
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<td>Annual Digital On Demand Subscription</td>
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<td>Access to all co-located summits</td>
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#### Pricing Options

- **Silver Pass**
  - Early Bird: $1395
  - Regular: $1595

- **Gold Pass**
  - Regular: $1695

- **Limited Release**
  - Regular: $1895

*Recordings and presentations available subject to speakers consent. Innovation Enterprise reserves the right to add and remove video content.*
Register for the event

Delegate Information

Full Name ____________________________
Job Title ____________________________
Company ____________________________
Department __________________________
Industry ____________________________
Address ____________________________
Country ____________________________
Zip/Post Code ________________________
State/Province ________________________
Business Phone No. __________________

Payment Options

☐ Check ☐ Visa ☐ Master Card ☐ American Express ☐ Invoice Me

Card Number ________________________________
Expiry Date ______/______ Security No. ______

Card Holder’s Name ____________________________
Card Holder’s Address ____________________________

Card Holder’s Signature ________________________

Group Passes

Passes

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Places are transferable without any charge within 12 months of the original purchase

Total $
## 2016 Digital Calendar

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<th>Month</th>
<th>Event Name</th>
<th>Location</th>
<th>Expected Attendees</th>
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<td>February</td>
<td>Digital Innovation in Music Summit</td>
<td>Nashville</td>
<td>100+</td>
<td>February 25 &amp; 26</td>
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<td>March</td>
<td>Digital Strategy Innovation Summit</td>
<td>New York</td>
<td>200+</td>
<td>March 10 &amp; 11</td>
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<td>New York</td>
<td>150+</td>
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<td>Mobile Innovation Summit</td>
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<td>150+</td>
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<td>Hong Kong</td>
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<td>April 14 &amp; 15</td>
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<td>Chief Digital Officer Forum</td>
<td>London</td>
<td>100+</td>
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<td>Digital Marketing in Healthcare Summit</td>
<td>Philadelphia</td>
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<td>June</td>
<td>Women in STEM Summit</td>
<td>San Francisco</td>
<td>100+</td>
<td>June 8 &amp; 9</td>
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<td>Digital Publishing Innovation Summit</td>
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<td>September 15 &amp; 16</td>
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<td>Women in Enterprise Summit</td>
<td>Boston</td>
<td>150+</td>
<td>October 25 &amp; 26</td>
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<tr>
<td>November</td>
<td>Mobile &amp; Ad Innovation Summit</td>
<td>Tel Aviv</td>
<td>100+</td>
<td>November 8 &amp; 9</td>
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<td>Chief Digital Officer Forum</td>
<td>Chicago</td>
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<td>Digital Marketing &amp; Strategy Innovation Summit</td>
<td>Beijing</td>
<td>100+</td>
<td>November 23 &amp; 24</td>
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<td>Chief Technology Officer Summit</td>
<td>San Francisco</td>
<td>100+</td>
<td>November 30 &amp; December 1</td>
</tr>
</tbody>
</table>

### Sponsorship Opportunities
Emily Kutchinsky
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### Delegate Invitations
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+1 415-604-3798
+44 20 3608 9832
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