

Programme

IAB Europe Special Research Event for Leadership Council members May 2007

Invitation to members



The venue for the events

The Royal Over-Seas League,
Park Place, St James', London
(nearest tube station Green Park)

**Places to all
events must
be booked in
advance**



**Great online advertising
research**

At the Council of National IABs,
IAB directors review research
programmes

Welcome



This May we turn our attention to research, seeking out ways to help you can make the case for online advertising more effectively, and providing insights about how the industry is developing. With strong growth across all of Europe there is no shortage of innovation, but do we offer enough proof points for advertisers?

In advertising spend we'll be joining together the findings from national IABs to provide a single focus for total advertising spend. We look at what is driving growth so you can harness it more effectively.

We also have state-of-the art research into the impact of how online builds brands and the emerging media mix. How does television drive search usage? How do you change the media mix to get the most value from your marketing budgets. Join us in London and find the answers.

Best from all at IAB Europe



Co-founder & CEO, IAB Europe

Friday 4th May **IAB European Leadership Council: Special Research Event**

Provisional agenda

The Hall of India, Royal Over-Seas League, Park Place, St James's Street, London SW1A 1LR

Directors of national IABs and IAB Europe Leadership Council members

Chair: Alain Heureux, IAB Europe President and Danny Meadows-Klue, Co-Founder & Chief Executive IAB Europe

Buffet lunch

(12:15-12:50)

IAB Europe members, IAB national directors

President's Welcome

(12:50)

Alain Heureux, IAB Europe President

Research Briefings

(12:55-14:15)

Various leading research firms present the latest data on consumer behaviour, advertising effects and measuring users' engagement on the Internet.

How does advertising in other channels drive online response?

(13:00-13:25)

Amanda Davie, Richard Firminger, Yahoo! Search

The Hitwise UK Media Impact Report measures the impact of offline advertising on online consumer behaviour. Co-authored by Hitwise, i-level and Yahoo! Search Marketing, the research establishes that an integrated media approach can maximise the effectiveness of all media spend and shows that online is a highly effective medium for raising brand awareness and driving brand association.

Getting the media mix right: Canon Case on online advertising effectiveness

(13:25-13:50)

Roy Patel, Commercial Director, Metrix Lab

This case study by Metrix Lab analyses the online advertising effects and also shows why it will become more important to look at testing of the online ad creative.

Measuring users' engagement online

(13:50-14:15)

Alexander Burmaster, European Internet Analyst, Nielsen//NetRatings

This research piece by Nielsen//NetRatings presents different ways of measuring engagement online and highlights those which are crucial for advertisers. The study also shows how measuring engagement can differ across European countries

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Networking Coffee break (20 mins)
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Members' Discussion

Discussion

What research is giving the greatest proof of online's effectiveness

(14:35-15:00)

Led by IAB Europe CEO, Danny Meadows-Klue

The floor is open to all Leadership Council members to take part in this debate. Submit comments in advance to IABEurope@IABEurope.ws

European online advertising spend

(15:00-16:30)

IAB Europe Vice-President Zoran Savin

This pan-European research draws together advertising spend information from markets across Europe. Zoran Savin leads the research and group discussion with IAB leaders and members to explain how the online markets across the continent are growing. We unveil the total value of online advertising spend in 2006 in Europe and look at the trends. The aim of the study is to show internet market figures for each of the European countries and the key trends these markets are driven by. During this session the results for major European countries will be presented.

Any other business?

(16:30-16:45)

Including

- The Interact Congress In June
- New standards and best practice in development within the IABs
- Topics for next Leadership Council

President's Summary

(16:45-16:50)

Alain Heureux, IAB Europe President

Close

(16:50) followed by

Networking drinks

Your actions

- Book your place at each event by emailing Anna at IABEurope@IABEurope.ws if you are a national IAB member or Steve at Steve@IABEurope.ws if you are a IAB Europe member
- Suggest topics for discussions
 - all by emailing IABEurope@IABEurope.ws
- Make a note in your diary of dates for the next 2007 IAB Europe Leadership Councils
 - Friday 28th September (afternoon)

Accommodation Information

The suggested hotel for this event is the Royal Over-Seas League, where the events will be taking place. To reserve your room please contact the Royal Over-Seas League directly on +44 20 7408 0214. For more information visit www.rosl.org.uk

Venue Information

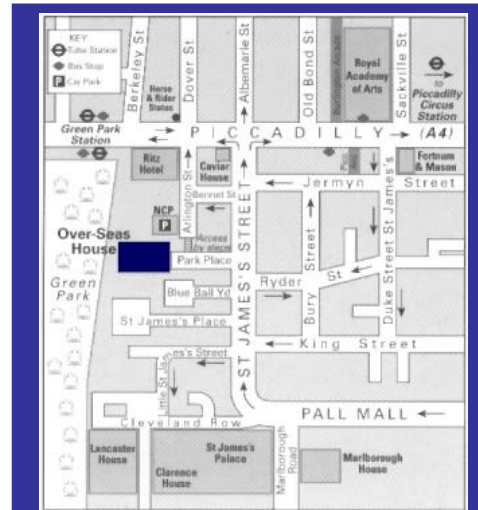
The Royal Over-Seas League is near Green Park tube station

Green Park is on the Piccadilly Line (direct to Heathrow Airport), the Jubilee Line (direct from Waterloo) and the Victoria Line (direct to Victoria for trains to Gatwick Airport)

See right for map

Accommodation

Good value hotel accommodation is available at the conference venue. Members should book directly and book early to avoid disappointment.



Royal Over-Seas League

Over-Seas House, Park Place,
St James's Street, London SW1A 1LR