



20-22/01/2020 BRUSSELS (BE)

DIGITAL ADVERTISING TRAINING

Organised by **egta.**

www.egta.com

Mentor

A seasoned teacher

Learning to think beyond a TV-centric approach and truly embrace “total video” as a digital medium.

Steven Golus, Digital Advertising Training and Enablement, Steven Golus Consulting



Steven is an eyewitness to the emergence of the internet as an advertising medium. He began his professional career in advertising in the mid-90's, surrounded by the very inventors and earliest adopters of web and digital advertising technology.

Having noticed a gap in recent years across large media companies and ad agencies transitioning from linear to digital, Steven shifted his focus from operator to trainer and consultant. With an interactive and conversational style that participants truly enjoy, Steven now trains ad technology firms, publishers, ad agencies and advertisers on all facets of digital advertising. Thousands of sales and marketing professionals, as well as executives and non-sales leaders from A&E, AMC, NBC, Viacom, Discovery, Fox, Facebook, GroupM, Omnicom, IPG, Havas, Dentsu and Horizon Media have benefited from Steven's tailored content and distinctive delivery.

Throughout his career Steven held senior positions at pioneering organizations. Most recently Steven served as General Manager, Go-to-Market, for DataXu, a leading digital marketing management platform. One of the first 20 employees, Steven built the sales organization and grew revenue from \$1M to over \$100M in four years. Before DataXu, Steven served as VP of Sales Strategy at DoubleClick where he focused on advertiser and publisher tools, created a strategic consulting practice and was part of the team that developed and launched DART Adapt, DoubleClick's optimization technology. Upon DoubleClick's acquisition by Google in 2007, Steven led sales integration activities between the two organizations.

www.stevengolus.com

Format

An interactive training

This two-day training will give participants (a small group of 20 - 30 sales house executives) the opportunity to learn and exchange about all challenges linked to the monetisation of their online inventory.

This training is aimed at all sales house executives who want to get a better grasp at the online advertising and understand in depth how the digital ecosystem works and future-proof their knowledge, so that they can confidentially craft sales pitches, communication plans and/or commercial offers that will position their sales house as a leader in that complex ecosystem.

The ideal candidate probably works in the Sales department, as (s)he has direct contacts with clients and understands their needs and frustrations, but also needs to get trained on how to answer their questions and expectations in the video ecosystem. According to your sales house structure, however, the ideal candidate might also be from another department, such as Marketing for instance, if (s)he fits the description above and would benefit from a very hands-on training session.

This training is designed as an interactive format. Participants will be encouraged to actively contribute to make sure they assimilate the information given as quickly as possible.

Price

All inclusive

This training is a self-financed activity and therefore not part of egta's annual membership fee. The cost of the full two-day programme is 1.500€ per participant (includes the speaker's fee, all material, two lunches and two dinners).

15h30: Welcome coffee

16h00: [Introductory words to the training](#)

Katty Roberfroid, *Director General, egta*

16h30: [Into the clients' mind](#)

It's time to rethink how you go to market with your "television" offer. Clients expect a fully integrated, transparent, accountable and efficient total video ecosystem. Let's act!

Bart de Pauw, *Chief Business Intelligence Officer, GroupM Belgium*

17h30 – 18h45: [Speed networking exercise](#)

Get to meet your colleagues from other sales houses and spend some time discussing your key challenges.

19h: Group departure to the dinner

19h30: Networking dinner in the city centre of Brussels

This day is run by **Steven Golus**, *Digital Advertising Training and Enablement, Steven Golus Consulting*

Module 1

The Basics

- **Digital Advertising History** - Students will team up to fill in a timeline of digital advertising milestones - from the launch of the **first banner ad to the emergence of social media platforms and programmatic marketing**. The themes, terms, and frameworks exposed in this activity provide a learning foundation for the remainder of the class.
- **Ad Formats** - Via an interactive activity, students will discover the ad formats most leveraged by advertisers and publishers. Students will learn how **display, video, search, social, native, mobile, audio, addressable TV and OTT** ads are priced, sold and bought.

Module 2

Data and targeting

- **Tracking** - Through a series of simple computer and whiteboard activities, students will learn the fundamentals of **ad tags, pixels, cookies, and ad serving**. From here they will explore how each of these plays into the buying and selling of digital advertising. The narrative of this module will include how advertisers track **ad performance and ROI** and subsequently use this information to make buying and renewal decisions.
- **Data and Targeting** - From simple browser-based targeting to more complex **first and third party data targeting**, students will participate in a series of role-playing activities which will help simplify how data is captured and leveraged by both publishers and advertisers. There will be a primary focus on the targeting tactics advertisers think about as they plan and buy media.
- **Data Management** - Students will take learnings from the prior lesson to understand how technology platforms enable advertisers and publishers to develop data strategies. We will have a look into a **Data Management Platform (DMP)** - the foundation of this technology - and discuss the major players in the space.

- **Programmatic** - Through a white-board activity, students will learn why during the mid-2000's programmatic buying emerged and how both agencies and publishers benefit from media buying automation. Students will then learn how programmatic media is bought and sold by showing the role of each stakeholder including the **brand, agency, trading desk, DSP, Ad Exchange, and Publisher**. Students will also become familiar with some of the more advanced components of programmatic including **Private Marketplaces, Preferred Deals, and Programmatic Direct**.
- **Video Advertising Ecosystem** - Through the use of the **Lumascapes**, students will learn how the intermediaries involved in the digital media buying process - **agencies, ad servers, analytics, data management, ad networks, OTT platforms, content delivery networks, and carriers** - add value. Students will become familiar with the names of the major players in each category. We will then discuss how consolidation will be one of the primary drivers of the ecosystem moving forward.

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- **Viewability** - Through a real-life case study, students will understand how viewability came to be and what the **IAB and MRC** are doing to standardize this measurement. We will also discuss how advertisers use viewability as a negotiating tactic and how and publishers can use it to increase yield.
- **Ad Fraud** - Through a team-based skit, students will learn the different types of ad fraud - **traffic fraud, bots, domain spoofing, ad injection, and ad stacking** -and how each impacts the ecosystem. We will also discuss the technology being used to help combat ad fraud.
- **Ad Blocking** - Through a self-guided activity, students will learn what publishers are doing to combat ad blocking - a \$20B problem. Students will become familiar with the **seven strategies** publishers are utilizing including **stitching, native, content restriction, and others**.

- **Google: how google sells inventory and makes money** - Class will focus on the below workflow and understand every point in the digital advertising value chain Google attempts to monetize.
- **Amazon: Sponsored Products, Sponsored Brands, Stores, DSP, Video** - The Amazon section of the class will focus on the Amazon Advertising goto market including a review of their ad products, targeting, programmatic offering and partner ecosystem.

Testimonials

"I learned much more than I thought I would. It put stuff back in context, made a few digital concepts clearer, and helped me structure my understanding of the complex ecosystem we have to strive in as sales houses."

"Just three hours with Steven already taught me a lot. I'd definitely love a longer version of this training."
egta members from Sales and Marketing departments, participants in the VOD Training, June 2019

"Steven's approach to training is incredibly unique. His connection with the class, interactive teaching style and ability to simplify complex topics is what separates him from the rest. And Steven has been a valued resource to Fox News long after the course work ended."

Marianne Gambelli, President of Sales, Fox

"Steven started working with A&E training our sales teams and due to the tremendous feedback, had Steven train our planners, partnerships team, regional offices, and sales executives. And it didn't stop there. Steven continues to work with our teams, keeping them up to date on the latest in digital advertising. In short - Steven is the best and I highly recommend him to any organization that needs to learn about digital advertising."

Peter Olsen, EVP Sales, A&E Networks

"With the rapid shift in media consumption from linear to digital, training has been a key initiative. Stevens class made an incredible impact on our team. He really has a great handle on the subject matter and made us all smarter."

Scott Collins, President of Sales, AMC Networks

"I was very impressed with Steven's knowledge of the advertising ecosystem and his ability to translate the mechanics of this very complicated machine into an easy-to-understand "picture" for representatives from the news industry. He clearly explained the ways in which different parties interact. This helped our lawyers to interpret how pending regulations may affect the various transactions and will lead to informed business decisions."

Danielle Coffey, Senior Vice President, Strategic Initiatives, News Media Alliance