



20-22/01/2020 BRUSSELS (BE)

# DIGITAL ADVERTISING TRAINING

Organised by **egta.**

[www.egta.com](http://www.egta.com)

**Mentor****A seasoned trainer**

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 was an eyewitness to the emergence of the internet as an advertising medium. He began his professional career in advertising in the mid-'90s, surrounded by the 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, he served as a 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 optimisation technology. Upon DoubleClick's acquisition by Google in 2007, Steven led sales integration activities between the two organisations. For more info: [www.stevengolus.com](http://www.stevengolus.com)

**Expert****A reference expert**

**Heikki Rotko**, *Chairman of the board*, **INEZ Media**

During the training, the participants will be joined by Heikki Rotko, our reference expert, who will bring everything back to a European perspective and ensure that delegates extract the vital and practical messages from Steven's theories. Currently he is Chairman of the board at INEZ Media and an investor in digital companies that serve media, sports and entertainment sectors. Heikki was CEO of Finland's largest private broadcaster *MTV Oy* (part of Bonnier Group) as well as a former President of *egta*. He brings in a wealth of experience at building bridges between linear TV and digital, traditional 30-second spot linear TV ad sales and more advanced, targeted online communication strategies.



**Bart de Pauw**, *Chief Business Intelligence Officer*, **GroupM Belgium** - *Founder*, **Piëzo**

On Monday, we will be joined by Bart De Pauw, who will give us insights into the clients' mind. He is a hands-on media entrepreneur and people manager with visionary talent for bringing transformations to a good end, resulting in team successes and clear business results. He started his career in the early 90's, working for market research companies, TV sales houses, a media agency and a press group. In 2015, Bart started his own consultancy company, for business strategy and innovation in media technology and services.

## Format

An interactive training

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This two-day training will give participants (a group of 36 sales house executives) the opportunity to learn and exchange about all challenges linked to the monetisation of their inventory across multiple platforms. The training is designed as an interactive format (real life case studies, self-guided activities, team-based skits, role-play activities, the use of Lumascapes, computer and white board activities etc).

## Day 1

**Monday 20 January 2020 (15h30 – 19h00)**

Venue: egta's offices (22 rue des comédiens – 1000 Bruxelles)

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**15:30:** Welcome coffee

**16:00 – 16:15**

### Introduction

- **Introductory words to the training**  
**Katty Roberfroid**, *Director General*, **egta**

**16:15 – 17:30**

### Into the clients'mind

- **It's time to rethink how you present 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** - *Founder*, **Piëzo**

**17:30 – 19:00**

### Speed networking exercise

- The ideal way to set the stage for two days filled with discussions and exchanges on your key challenges with colleagues from other sales houses.

**19:00:** End of the day and group departure to the dinner by foot from egta's offices.

**19:30:** Opening networking dinner on Brussels' Grand Place, one of the city's highlights (Roy d'Espagne restaurant)

## Day 2

**Tuesday 21 January 2020 (09h00 – 17h30)**

Venue: Hotel Marriott (Rue Auguste Orts 3-7/Grand Place, Brussels 1000 Belgium)

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**08:45 – 09:00:** Welcome coffee

**09:00 - 10:15**

### MODULE 1: The Basics

- **Ad Formats** - Participants will discover the ad formats most leveraged by advertisers and publishers. They will see how **display, video, search, social, native, mobile, audio, addressable TV and OTT** ads are priced, sold and bought.

10:15 - 11:00

## MODULE 2: Data and targeting

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- **Tracking** – The fundamentals of **ad tags, pixels, cookies and ad serving**. From here participants 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.

11:00 - 11:30

COFFEE BREAK

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11:30 - 12:30

## MODULE 2 - continued

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- **Data and Targeting** - From simple browser-based targeting to more complex **first- and third-party data targeting**, participants will discover 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** - Participants will take learnings from the prior session 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.

12:30 - 13:30

LUNCH BREAK

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13:30 - 15:00

## MODULE 3: Ad Tech

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- **Programmatic** - Participants will learn why during the mid-2000's programmatic buying emerged and how both agencies and publishers benefit from media buying automation. They will then explore 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**. Participants will also become familiar with some of the more advanced components of programmatic including **Private Marketplaces, Preferred Deals, and Programmatic Direct**.
- **Video Advertising Ecosystem** - Participants will dig deeper into 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. They 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.

15:00 - 15:30

COFFEE BREAK

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15:30 - 17:00

## MODULE 3 - continued

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- **Break-out session** - The biggest challenges with regards to selling to digital buyers.

**17:30:** End of the day

**19:30:** Networking dinner in the city centre of Brussels (restaurant Café Béguin)



Day 3

Wednesday 22 January 2020 (09h00 – 15h00)

Venue: Hotel Marriott (Rue Auguste Orts 3-7/Grand Place, Brussels 1000 Belgium)

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08:45 - 09:00: Welcome coffee

09:00 - 11:00

#### MODULE 4: Recent Trends

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- **Viewability** - Participants 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** - Participants 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.

11:00 - 11:10

GRAB-A-CUP

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11:10 - 11:45

#### MODULE 4- continued

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- **An overview into how data protection rules are shaping the way programmatic advertising is developing** **Conor Murray**, *Director Regulatory and Public Affairs, egta* and **François Lavoit**, *European Affairs Policy Advisor, egta*

11:45 - 12:45

LUNCH BREAK

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12:45 - 15:00

#### MODULE 5: Competitive Overview

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- **Break-out session:** Amazon/ Google /Facebook - 5 talking points/methods to sell against.
- **Facebook: A look at how Facebook positions itself to the ad market.** This session will focus on how Facebook leverages its reach across Facebook, Instagram, Messenger and The Facebook Audience Network to enable brands to connect with users across the entire consumer journey.
- **Google: How google sells inventory and makes money** - Training will focus on the below workflow and understanding 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 training will focus on the Amazon Advertising go-to market including a review of their ad products, targeting, programmatic offering and partner ecosystem.

15:00

Diplomas and end of the day

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## 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**

Please feel free to reach out to [Lejla Dizdarevic](#) and [Alain Beerens](#) for more information about this training.