



 BRUSSELS

 22-24/04/2024

egta **TV**

**MASTERCLASS**

**With Steven Golus**

Organised by **egta.**

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# Steven Golus is back with brand new TV Masterclass in Brussels

Join us for an exclusive in-person training and stay on top of the most pressing topics of today's media and advertising landscape!

The celebrated trainer and renowned media consultant, **Steven Golus**, returns with a special three-day programme, tailored to the needs of egta members and TV ad sales professionals.

<b>When</b>	From <b>Monday, 22 April (12:00)</b> to <b>Wednesday, 24 April (14:00)</b>
<b>Where</b>	<b>Brussels</b>
<b>Topics</b>	<ol style="list-style-type: none"><li>1. <b>Opening session:</b> Refresher on AD formats, OTT ecosystem, ad serving, cookies, pixels, tags, data, and programmatic.</li><li>2. <b>Data Platforms:</b> Overview of how marketers and publishers leverage DMP, CDP and Clean Rooms to target customers in a more private, safe and effective manner.</li><li>3. <b>Advanced TV measurement:</b> Overview of innovations in currency space by Nielsen, VideoAmp, iSpot, Comscore, and others.</li><li>4. <b>The future of cookie:</b> Review of post-third-party cookie solutions including the privacy sandbox, distributed IDs, and other publisher-led solutions.</li><li>5. <b>All about Google:</b> Understanding Google's structure, offerings, clientele, and how their ad tech pieces fit together.</li><li>6. <b>Retail media:</b> Trends, ecosystem, and monetisation methods for major players.</li><li>7. <b>FAST:</b> Review of the FAST landscape, major players, content acquisition, and monetisation strategies.</li><li>8. <b>AI:</b> Opportunities in artificial intelligence and what it means for media companies.</li></ol> <p>Each module will feature a detailed overview by Steven Golus as well as a complementary presentation from an expert guest speaker showcasing hands-on business examples and solutions.</p>
<b>For whom</b>	The masterclass is designed for representatives of TV sales teams eager to deepen their understanding of the latest innovations in TV and advertising technology, trends, and strategy.
<b>Price</b>	<b>€2200 per participant</b> ( <i>lunch and two dinners included; flights and hotel not included</i> )
<b>Why attend</b>	<ul style="list-style-type: none"><li>• <b>Exclusive interactive learning:</b> Hands-on, highly interactive sessions in a small group, designed to ensure the optimal learning experience.</li><li>• <b>Networking opportunities:</b> Connect with your industry peers and experts from across the world during the training and at the evening dinners organised by egta.</li><li>• <b>Limited availability:</b> Secure your spot by registering. As the number of seats is limited to less than 30, registrations are on first-come, first-served basis.</li></ul>

Experience Steven' dynamic approach to teaching - [reserve your seat today](#) on what is set to be a unique and impactful learning experience!

[REGISTER NOW](#)

## About Steven:

Throughout his career, Steven held senior positions at pioneering digital advertising organizations. Before starting his training business, Steven served as General Manager, Go-to-Market, for DataXu. Before DataXu, Steven served as VP of Sales Strategy at DoubleClick, where he focused on bringing advertiser and publisher tools to market, created a strategic consulting practice, and was part of the team that developed and launched DoubleClick's optimization technology. Upon DoubleClick's acquisition by Google in 2007, Steven led sales integration activities between the two organizations.

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 and executives and non-sales leaders from A&E, AMC, NBC, ViacomCBS, Discovery, Fox Corp, Facebook, GroupM, Omnicom. IPG, Havas, Dentsu, and Horizon Media have benefited from Steven's tailored content and distinctive delivery.