AdMonsters Leadership Forum:
A Summit for Digital Ad Operations Executives
October 10, 2007
Le Meridien Piccadilly
Piccadilly, London

AdMonsters European Leadership Forum III

Registration is open for AdMonsters European Leadership Forum III. If you lead ad operations, trafficking, ad technology, or technical creative development for a digital agency, publisher, portal, ad technology vendor, or advertising network, **you should not miss on this event**.

Register now at our website

Unlike our publisher conference, which focuses primarily on the media owners' ad operations team, our Operations Leadership forum is open to a wider audience of companies including:
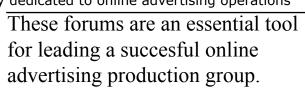
- *Publishers* (e.g. Le Monde, Guardian, RTL)
- *Agencies* (e.g. Agency.com, I-Level, mOne, Zed)
- *Advertising Networks* (e.g. Advertising.com, AdLink, TomorrowFocus)
- *Ad Technology Companies* (e.g. eMediate, AdTech AG, 24/7 RealMedia)
- *Outsourced Service Providers* (e.g. DQ&A, Operative)

Like our publisher conferences, our Leadership Forum focuses **exclusively on operations**. As such, the conference is closed to individuals in sales, marketing, business development and other areas outside of ad operations, allowing us to focus on specific, hands-on technical solutions to the most challenging problems we face in our day to day work lives.

An Executive Summit for
Online Advertising Operations & Technology

AdMonsters is the only professional association exclusively dedicated to online advertising operations and technology. In 2006, we expanded our unique peer-to-peer best practices forum to include agencies and others working in online ad operations. These leaders join our core constituency of online publishers. This forum will bring together 30 - 35 of the **most senior** leaders in online ad operations in a unique peer to peer round table discussion format. It will be, in effect, an Executive Summit for Ad Operations – a meeting of the minds for those leading operations online.

These forums are an essential tool for leading a succesful online advertising production group.

-Elizabeth Townsend
FT.com

Please join us for this key opportunity to meet your ad operations counterparts from across the industry and to engage in hands-on, in-depth discussion and problem-solving with the leaders in online ad operations across the industry. AdMonsters is the only forum exclusively focused on online advertising operations.

A sample of companies at past Leadership Forums include:

Agency.com, AOL, Associated New Media, Avenue A / Razorfish, CNET, Conde Nast, Diffiniti Ltd, Financial Times, Fox Interactive Media, Future Publishing, GCap Media, Horizon Interactive, i-level Ltd., Isobar, Lycos Europe, MEC Interaction, Microsoft, MTV Networks, MySpace, NBC Universal, New York

Times Digital, Neo@Ogilvy, Sorted, Inc., Sports Illustrated, Starcomm IP, TimeWarner Inc., Turner Digital Media Technologies, US News and World Report, Yahoo! Inc., Zed Media (ZenithOptimedia)

Leadership Preliminary Agenda Oct. 10, 2007

08:00 - 9:00 AM	Registration & Breakfast
09:00 - 9:30 AM	Welcome to AdMonsters
09:30 - 10:00 AM	Member & Company Introductions
10:00 - 10:45 AM	Mark Harwood, Agency.com AdServing Challenges in UGC
10:45 - 11:15 AM	Morning Break
11:15 - 12:00PM	Member Session: Emerging Platforms & Technologies
12:00 - 12:30 PM	Platinum Sponsor Session - DoubleClick
12:30 - 2:00 PM	Lunch with Sponsors
2:00 - 2:45 PM	Special Guest: Fru Hazlitt, MD GCap Media
2:45 - 3:30 PM	Member Session: Rich Media Challenges & Opportunities - Ajax & Web 2.0
3:30 - 4:00 PM	Tea & Coffee Break
4:00 - 4:45 PM	Member Session: Creative Asset Management Challenges
4:45 - 5:15 PM	Wrap Up & Take Aways
6:00 - 7:30 PM	Cocktails
7:30 - 10:00 PM	Agency, Sponsor, and Member Dinner: Bentley's Restaurant

Special Guest Speaker - Fru Hazlitt, MD GCap London

Fru joined the Board of GCap Media plc on 1st May 2007 as Managing Director, GCap London with responsibility for 95.8 Capital Radio and Choice FM, in addition to GCap's total online operations and national commercial sales.

Fru previously spent 2 years as Chief Executive of Virgin Radio. Prior to this Fru spent 6 years at Yahoo! Firstly, as European Sales Director and then as MD of Yahoo UK & Ireland. She arrived at a time when dot coms were moving from boom to bust and having faced this challenge she has a clear vision of the future of Interactive technology, the opportunity it presents and the need to listen to a generation who have grown up with the web.

She has over 20 years of sales and marketing experience within the Media Sector including roles at The Guardian Media Group and Capital Radio.

Fru is non executive board director of Woolworths plc and Betfair and is a regular speaker at business forums and seminars. In 2005 she was named by the CBI as UK's First Woman of Media.

Cost & Registration

The cost for the Leadership Forum is only €199 and includes:

- *All Leadership Forum Sessions*
- *Breakfast and Lunch on the day of the conference*
- *AdMonsters Dinner*

To register, please visit: http://admonsters.org/ag/ag-eu-03.php

About AdMonsters

Founded in 1999, AdMonsters is the only professional association dedicated exclusively to online advertising operations and technology.

By maintaining our exclusive focus on ad operations, AdMonsters provides a much richer forum than broad industry trade shows. AdMonsters participants are all direct peers, and we focus on specific, technical, actionable topics such as ad serving and related technologies, rich media, video advertising, the trafficking process, workflow optimization, inventory and yield management, advertising product development, best practices in policies and procedures, and industry standards. AdMonsters is about real conversations, real learning, and real best practices — participants come away with immediately actionable solutions that provide real value.

AdMonsters provides a unique forum for peers in the field to communicate, collaborate, and identify best practices. We focus primarily on topics such as ad serving and related technologies, ad production, inventory and yield management, advertising products, policies, procedures, and industry standards.

Ad operations and technology professionals working together across the industry can dramatically reduce the friction in online ad operations, reducing the cost and time required to implement, deploy, and track online advertising, and facilitating the growth of the online advertising market.

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Leading Operations Online