



# Audience Analytics & Insight

Turning audience analytics & insight into decision making gold

5th October 2017

## Why partner?

The Audience Analytics & Insight Forum is a highly-targeted event, designed to bring together only the most senior decision makers working in advertising, media and communications, those responsible for making critical business decisions based on their understanding of brand audiences.

## In a compact one-day event, you will have the opportunity to:

- Present your leading-edge solution, through a case study or elevator pitch
- Participate in scheduled one-to-one meetings with heads of research, data, planning and insight
- Exhibit your solutions and join networking sessions
- Hear from advertisers, agencies and media owner speakers who are leading the way in combining data analytics, research and insight approaches

## Who will benefit from participating?

Ad tech providers and insight / research agencies providing solutions for:

- Data management / analytics
- Insight / research tools designed to augment data analytics
- Marketers, planners and media strategists to interpret data and drive decision making

## Who you will meet

Attendance at the Forum is by invitation only, exclusively for senior decision makers and with a maximum capacity of 100 delegates.

- Chief Data / Information / Technology Officer
- Head of Insight / Research / Data / Analytics
- Communications Planner / Strategist
- Digital Marketer

## Upgrade to one of:

- A fifteen minute case study session, presented in partnership with a client to demonstrate your solutions in action
- A three minute elevator pitch – ideal for the most innovative tech solutions providers
- Provide a representative to participate in a panel discussion

Package benefits	Premium partner	Partner
Attendees	3	2
Partner branding on all invitations	Yes	Yes
Website logo, company profile and hyperlink to your website	Yes	Yes
Full page advertisement or thought-piece in the Delegate Book	Yes	Yes
One-to-one meetings	X 10	X 5

For further information – [www.aa-insight.eu](http://www.aa-insight.eu) or email [info@aa-insight.eu](mailto:info@aa-insight.eu)