



## Committee & Council Events • 2015

Ad Ops • Ad Technology • Audio • B2B • CFO • Content Marketing • Data • Video • Games • Advanced TV • Legal Affairs • Local • Mobile • Multicultural • Native • Out of Home • Performance • Programmatic • Public Policy • Research • Sales Executive • Social Media • Tablet

### Town Halls

IAB Town Halls are focused on industry hot topics and are hosted by various IAB Committee and Councils. You can expect to gain insight into topical trends and predictions, learn from new research and thought leadership, and have the opportunity to voice your questions and opinions in a forum environment

\*Contact [committees@iab.net](mailto:committees@iab.net) to RSVP or learn more about these events

#### **Automated Guaranteed vs. Private Marketplace**

**Thursday, October 1, 2015, 4:00 PM – 7:00 PM ET**

The Economist, NYC

In person only

#### **Make Mobile Work Webinar: Cross-Device Measurement,**

**Wednesday, Oct 14, 2015, 12 PM – 1 PM ET**

**Wednesday, Dec 2, 2015, 12 PM – 1 PM ET**

Remote attendance only

#### **B2B Mobile Marketing Town Hall**

**Monday, October 19, 2015, 3 PM – 5 PM**

IAB Ad Lab, NYC

In person & Remote attendance

#### **Leading Edge of Mobile Creative Town Hall – NY Edition**

**Friday, October 30, 2015, 4 PM – 6 PM ET**

NYC, TBD

In person only

#### **Now I Know My HTML5, Next Time Won't You Build With Me**

**Wednesday, November 4, 2015, 1 PM – 3 PM ET**

IAB Ad Lab, NYC

In person only

#### **Mobile to Offline Town Hall**

**Thursday, November 12, 2015, 4 PM – 6 PM ET**

IAB Ad Lab, NYC

In person & Remote Attendance

#### **Attribution Town Hall**

**Tuesday, November 17, 2015, 3 PM – 5 PM ET**

IAB Ad Lab, NYC

In person & Remote Attendance

All Town Halls qualify for continuing education credits towards recertification of [IAB Digital Media Sales Certification](#) and/or [IAB Digital Ad Operations Certification](#).



## **MRC Social Media Measurement Guidelines Review and Discussion**

**Friday, December 4th, 2015, 3 PM – 4:30 PM ET**

IAB Ad Lab, NYC

In person & Remote Attendance

### **Committee & Council Gatherings**

Whether a brainstorm, platform update meeting, or networking function, these events are gatherings of like-minded members to deep-dive on one particular facet of the industry

\*Invites shared with committee & council participants only – contact [committees@iab.net](mailto:committees@iab.net) to join

### **Digital Video Committee Meeting**

**Friday, October 16, 2015, 3:00 PM – 4:30 PM ET**

IAB Ad Lab, NYC

In person & Remote attendance

### **CFO Council Meeting & Town Hall**

**Thursday, October 22, 2015, 5 PM – 7 PM ET**

IAB Ad Lab, NYC

In person & Remote attendance

### **Public Policy Council Meeting**

**Tuesday, October 27, 2015, 3 PM – 4:30 PM ET**

Washington, D.C.

In person & Remote attendance

### **Tech Lab Workshop NYC: OpenRTB**

**Tuesday, November 3, 2015, 1 PM – 5 PM ET**

IAB Ad Lab, NYC

In person only

### **Mobile-Tablet-Local Committee Meeting**

**Thursday, December 10, 2015, 3 PM – 5 PM ET**

IAB Ad Lab, NYC

In person & Remote attendance

### **Agency Days**

IAB Agency Days are educational events primarily for the media buying community, to gain insight into industry trends, consumer research, and to keep a finger on the pulse of rapidly changing technology solutions

\*invite only events

### **Digital Audio Agency Day**

Coming Soon in October!

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