

IAB Digital Summit set to demystify digital

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With a line-up of industry heavyweights and personal interaction sessions with digital's leading thinkers, the 2016 IAB Digital Summit and Bookmark Awards, hosted in Johannesburg on 3 March, is a hot ticket for online marketers, publishers and agencies.



Big names such as Vinny Lingham, Yaron Assabi, Ros Atkins and Roli Okoro will be dispensing tangible insights based on the practical application of digital strategies in their industries. This marks an evolution for digital as a field that is no longer confined to the creative industry, but a language that savvy business leaders across all sectors must speak.

Josephine Buys, CEO of IAB SA, says, "Making the Summit more accessible and inclusive to all those involved in the industry was an important factor for us this year, as the summit provides attendees with invaluable information and tools to ensure their upcoming campaigns are inline with international best practice."Part of this

accessibility lies in the reduced cost of tickets, which was made possible by the support received by the summit's sponsors.



Buys adds, "Our fresh line-up of speakers will empower the audience to take real time digital knowledge and implement it for immediate results." With this in mind, some topics that will be addressed include programmatic, premium display, native advertising, content marketing, click fraud, ad blocking, transformation, the changing relationship between publishers and agencies, mobile advertising, measurement, and the possible effects of impending regulation on the industry.

Seasoned digital professionals and new digital marketers alike will find content to help them reframe their digital strategy for tangible impact, and demystify the onslaught of digital lingo in the industry. They will also be given the opportunity to engage directly with the speakers in topic-specific deep dive sessions.



"The digital marketing industry is defined by its rapidly changing nature," says Buys. "Those who can predict and adapt to this reality quickly and effectively will translate their advantage into effective online campaigns. The Digital Summit lifts the veil on digital speak, and will give its audience the tools it needs to navigate the future landscape confidently."

Visit the website now to book your tickets and avoid disappointment: <http://iabsa.net/digitalsummit/>

For more information on the IAB SA Bookmark Awards, or ticket bookings, visit: <http://iabsa.net/bookmarks/>

About IAB South Africa

The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government and the public, and also acts as the channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands and educators between them accounting for more than 36 million local unique browsers and almost one billion page impressions. The IAB South Africa strives to provide members with a platform through which they can engage, interact and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital space. To find out more about the IAB South Africa, visit its website (www.iabsa.net), like us on Facebook <https://www.facebook.com/iab.southafrica> and follow [@iab_sa](https://twitter.com/iab_sa) on Twitter.

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