

POWER50 CONFERENCE

Shape your future strategy and grow your business

9th November 2016 - CCT Venues, Barbican, London

Conference, Workshop and Networking

SPONSORED BY



vodafone

WHAT IS THE AIME POWER50?

Across the AIME Membership, 50 senior managers and strategy influencers from their organisations meet annually to engage under key themes, focusing on growth in the interactive entertainment and digital services industries. The conference is designed to help understand the current and future socioeconomic and technological environments that can affect consumers and how they digitally engage. This understanding can guide AIME members into new opportunities for growth.

The one day conference provides valuable insight from a wide range of expertise in differing areas. The day will close with a workshop to debate the day's new insights followed by networking.

The output from the workshop will help create a members roadmap to prioritise growth opportunities and highlight where AIME can assist delivery of the roadmap. The conference contains:

Specialist speakers and a professional workshop facilitator

Informative and thought provoking presentations with deep market insights

Intensive workshop to debate the new opportunities

Discussion on shaping the industry future and positioning your business for growth

Relax and network after the conference with a few drinks

WHAT ARE THE KEY TOPICS?

Understanding consumer behavioural trends

Examine digital ticketing, affiliate and programmatic marketing opportunities

Discover where online publishing and paywalls are heading

Predict if Brexit is going to affect your business

Develop new ideas for your own strategic direction

WHO ARE THE SPECIALIST SPEAKERS?

We are pleased to announce our specialist speakers from a range of connected industries who will be joining us to address our members on important topics such as ticketing, publishing, economics, consumer trends, advertising and business development.

<u>Speakers</u>	<u>Organisation</u>	<u>Topic</u>
David Stephens	Vodafone	Keynote
Alex Haffner	Dentons	Brexit means Brexit- what does it mean for the Telecoms industry?
Emily Talbot	Delloite	There's no place like phone – consumer behaviour
Helen Southgate	affilinet	Affiliate marketing 101
Dr Lucy Green	Larato	The buyer-supplier relationship with digitally promoted portfolios
Mark Challinor	Media Futures Ltd	Creating a better experience in digital publishing
Chris Le May	Data XU	Cross Device attribution
Lee Booth	Active Ticketing	Tickets & the end of touting
Richard Reeves	Association for Online Publishers	Future of online publishing

Speaker Q&A and Workshop

Guest speakers will stay to answer questions from delegates in a panel session.

At the end of the presentations and questions, we will ask members to participate in a workshop with the objective being to develop ideas for growth through discussion and a further deep dive into the key points raised during the day. This session will be facilitated by **Steve Ricketts** from [ATAO](#)

The conference includes coffee & pastries, full buffet lunch, all day refreshments and evening networking drinks (also sponsored by Vodafone)

WHO IS ATTENDING?

ITV, BBC, O2, EE, Vodafone, Buongiorno, Oxygen8, Global Radio, Gemalto, Cellcast, Harvest, Boku, BT, Fonix and more....

AIME Power50 Tickets are only £150 + VAT per person

Limited seats left – to ensure you are counted for food and refreshments, please book by 3rd November 2016

Book your place now by emailing power50@aimelink.org