

Digital Killed the Media Star: 2017's Brave New World Perils and Opportunities



Wednesday, 8 February 2017

Webinar Length: 1 hour

Time:

12:00 p.m. ET
11:00 a.m. CT
9:00 a.m. PT

Presenters:

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ATHENS
BEIJING
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DUBAI
FRANKFURT
HONG KONG
HOUSTON
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WASHINGTON, D.C.
WILMINGTON



Todd Ruback
Ghostery, Inc.
Chief Privacy Officer
VP of Legal Affairs
New York



Gerard Stegmaier
Reed Smith Partner
Washington, D.C.



Peter Friedman
LiveWorld,
Chairman & CEO, New York

Please join leading creative thinkers for a live video webinar on practical considerations for your digital strategy including advertising, marketing, privacy and global relationship management. The program will discuss key trends in the ever-evolving digital landscape, and how companies can strategically develop an integrated plan with an eye toward responsible data usage with acceptable risk, privacy and transparency/accountability in their digital advertising.

Topics will include:

- Data management platforms
- Regulatory challenges, including the GDPR and E-Privacy Reforms and their implications for advertisers
- Cookies and Beyond – considerations for new tracking technologies and use cases
- Cross-device tracking
- New digital services and trends

Please log in **15 minutes** prior to the start of the program.



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