



Presents

TurnLive Tokyo

Data-Driven Marketing Forum

Wednesday 22nd October 2014 | The Westin Tokyo, Japan

(By Invitation Only)

Showcasing innovators of data management and leaders in data-driven marketing, sharing global trends, case studies and insights to equip local marketers to manage and win in their data landscape.

The event will bring together Leading Agencies, Data Analysts, Publishers and Marketers to learn how global brands are improving business operations and ROI.

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12:30 **Prompt Registration and Refreshments**

1:00 **Opening Introduction:** Akito SATO, Japan Country Manager | **Turn**

1:05 **Keynote Address:** Bill DEMAS, President and CEO | **Turn**

Changing Business Decisions – Powering data-driven marketing successes with Kraft & Dentsu

1:35 **What is Driving Dentsu:** Koichiro KONDO, Data Scientist & Hanano KUREBAYASHI, Analyst at Integrated Solutions Center | **DENTSU INC.**

2:15 **Building Reach and Brand Safety:** Andy MORLEY, Commercial Director | **Grapeshot**

- The programmatic market now sings to brands tunes
- Brands driving growth with a switch from search to display and remnant to premium
- Japan is the fastest growing, most rapidly changing RTB market in the world

2:55 **Networking Break & Refreshments**

3:15 **Rubicon Project and Case Studies + Q&A:** Dr Neal RICHTER, Ph.D., Chief Scientist | **Rubicon Project**

3:55 **Marketing Strategies with Custom Data-Driven Insights:** Joshua KORAN, SVP Product Management | **Turn**

4:50 **Networking Break & Refreshments**

5:05 **3rd Party Data-Wins, eXelate Introduction:** Akito SATO, Japan Country Manager | **Turn**

5:10 **eXelate Video Snapshot:** Mark ZAGORSKI, CEO | **eXelate**

How data is collected, aggregated and normalized to help marketers reach their target clients online. How to execute 3rd party data and optimize with relevancy. Extending customer's journey online by delivering campaigns where it matters.

5:15 **Moderated Fireside Chat + Q&A:** Joshua KORAN, **Turn** | Andy MORLEY, **Grapeshot** | Dr Neal RICHTER, Ph.D., **Rubicon Project**

6:00 **Closing Remarks:** Bill DEMAS, President and CEO | **Turn**

6:10 **Event Wrap Up:** Akito SATO, Japan Country Manager | **Turn**

6:15 **Networking Cocktail Reception**

To request invitation [HERE](#).