



MASTERCLASSING
business.intelligence

MEDIA KIT AND EVENT SCHEDULES 2016

WWW.MASTERCLASSING.COM

 @Masterclassing

Amsterdam . Auckland . Barcelona . Cannes . Cologne . Dubai . Kuala Lumpur . London . Melbourne . Sydney
Atlanta . Boston . Chicago . Dallas . Detroit . Los Angeles . Miami . Minneapolis . New York . San Francisco . Seattle . Toronto . Washington DC



MASTERCLASSING

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Masterclasses are stripped-down, half day, lead-generation events offering our digital experts face-to-face discussions with 30-40 senior brand executives. Masterclassing offers multi-industry brand events, sector specific events, and a range of topic driven events including: Content Marketing, Data & CRM, Programmatic, Search, E-Commerce and more.

The format allows experts (from digital, mobile or social media) to give both a 10-minute presentation and lead a series of roundtable knowledge exchange sessions with all the brands in attendance. Delegates will hear from digital experts during a brief initial presentation, before moving to a more in-depth consultation during roundtable discussions. Each event concludes with a leading brand keynote speaker.

SPONSORSHIP

- Deliver a 10-minute expert presentation to 30-40 senior brand executives at each event.
- Host a series of 20-minute round table discussions, interfacing with all brands in attendance.
- Distribute marketing materials to all attendees, if desired.
- Receive full contact details of all attending brand delegates.
- Enjoy prominent logo placement and positioning as an Expert on our website and at the event.
- Benefit from frequent promotion across Masterclassing's social channels.
- Continue to impact delegates through inclusion on 'Ask The Experts' on Masterclassing.com.

PREVIOUS SPONSORS



FEEDBACK

"The format is fantastic. Masterclassing is great for what Blippar has needed over the last 3 years and we have spoken at many of the events." **Stephen Shaw, Head of Agencies, Blippar.**

"New business is the life board of every agency and the Masterclassing events are core to that. We meet some great people and have been able to successfully win new business from those events." **David Skerrett, Managing Partner, Nimbletank.**

"In terms of our new business lead-generation activity I would say that the Masterclasses are very important. We just did an event last month and we got over 20 qualified leads that we are now following up on." **Kelaine Blades, Marketing Director, Sizmek.**

PREVIOUS KEYNOTES



Juanita Draude
Marketing Director, EMEA at NBA



Antony Robbins, Director of
Communications at Museum of London



Vlad Gorenshiteyn,
Digital Marketing Manager, CNN



Jan Percival, Senior Manager,
Social Media Strategy, TIAA-CREF

GLOBAL ATTENDEES



- Head of Digital Marketing • Marketing Director • CEO • Vice President • Chief Revenue Officer
- Chief Technology Officer • Head of CRM • Head of Mobile • Social Media Manager • CMO •

WHITE PAPERS

Share your expertise with over 21,000 client-side decision-makers and generate quality new business leads. Building on the success of the Masterclassing events, Masterclassing Research is a new content promotion opportunity that delivers your white papers directly to the inboxes of senior brand executives.

Your white paper content is hosted on the Masterclassing website and promoted to the Masterclassing database of senior brand decision makers. Sharing your expertise through Masterclassing Research gives you branding, promotes your thought leadership, and results in qualified new business leads.



UK, EUROPE & MIDDLE EAST

EVENT SCHEDULE

2016

LONDON

Jan 26 Ecommerce
Jan 26 Digital Marketing
Feb 9 Programmatic
Feb 9 Search
Mar 22 Content Marketing
Mar 22 Digital Travel & Tourism
Apr 12 Digital Retail & FMCG
Apr 12 Digital Agency
Apr 19 Mobile Marketing
Apr 19 Digital Finance
Apr 26 Digital Non-Profit
Apr 26 Data & CRM
May 10 Social Media
May 10 Content Marketing
May 24 Digital Marketing
May 24 Programmatic

Jun 7 Mobile Retail & FMCG
Jul 5 Mobile Marketing
Jul 5 Digital Publishing
Jul 12 Video
Sep 6 Digital Retail & FMCG
Sep 6 App Marketing
Sep 20 Digital Marketing
Sep 20 Digital Finance
Oct 4 Mobile Travel & Tourism
Oct 18 Digital Fashion & Luxury
Oct 18 Digital Agency
Nov 8 Performance Marketing
Nov 8 Content Marketing
Nov 29 Digital Travel & Tourism

AMSTERDAM

Feb 2 Digital Marketing
Oct 11 Digital Marketing

COLOGNE

Sep 13 Digital Marketing

BARCELONA

Feb 23 Mobile Marketing AM
Feb 23 Mobile Marketing PM
Feb 23 Masterclassing Mixer

MIDDLE EAST

DUBAI

Jan 12 Mobile Marketing
Jan 13 Content Marketing
Jan 14 Digital Agency
Apr 5 Digital Marketing
Apr 6 Digital Retail & FMCG
Apr 7 Digital Travel and Tourism
Oct 25 Digital Marketing
Oct 26 Digital Travel & Tourism
Oct 27 Digital Agency

The cover features a collage of images related to APAC. At the top left is the Marina Bay Sands hotel in Singapore. At the top right is the Sydney Opera House. On the left side is the Oriental Pearl Tower in Shanghai. On the right side is the Merlion in Singapore. At the bottom, there are two photos of business professionals: one group of three men in suits looking at a laptop, and another group of three people (two men and one woman) working on laptops. The entire design is framed by white and blue geometric lines.

APAC

EVENT SCHEDULE

2016

AUCKLAND

Nov 3 Digital Marketing

KUALA LUMPUR

Nov 17 Digital Marketing

MELBOURNE

Mar 10 Digital Marketing

Jun 9 Digital Marketing

Nov 10 Content Marketing

SINGAPORE

Mar 16 Digital & Content Marketing

Jun 14 Digital Travel & Tourism

Nov 15 Digital Marketing

SYDNEY

Mar 8 Digital Marketing

Mar 8 Digital Content Marketing

Jun 7 Digital Marketing

Jun 7 Content Marketing

Nov 8 Digital Marketing

Nov 8 Content Marketing