

MEDIA KIT AND EVENT SCHEDULES 2016 WWW.MASTERCLASSING.COM

@Masterclassing



asterclasses 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.

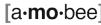
SPONSORSHIP

- 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.

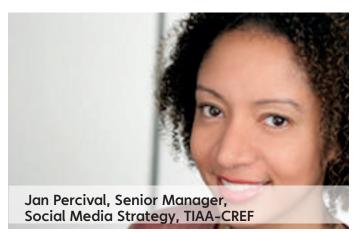
"In terms of our new business lead-generation activity I would say that the Masterclasses are very important. We just did an event last month and we got over 20 qualified leads that we are now following up on." Kelaine Blades, Marketing Director, Sizmek.

PREVIOUS KEYNOTES









GLOBAL ATTENDEES

























WeightWatchers r









- 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.



LONDON

Jan 26	Ecommerce	Jun 7	Mobile Retail & FMCG
Jan 26	Digital Marketing	Jul 5	Mobile Marketing
Feb 9	Programmatic	Jul 5	Digital Publishing
Feb 9	Search	Jul 12	Video
Mar 22	Content Marketing	Sep 6	Digital Retail & FMCG
Mar 22	Digital Travel & Tourism	Sep 6	App Marketing
Apr 12	Digital Retail & FMCG	Sep 20	Digital Marketing
Apr 12	Digital Agency	Sep 20	Digital Finance
Apr 19	Mobile Marketing	Oct 4	Mobile Travel & Tourism
Apr 19	Digital Finance	Oct 18	Digital Fashion & Luxury
Apr 26	Digital Non-Profit	Oct 18	Digital Agency
Apr 26	Data & CRM	Nov 8	Performance Marketing
May 10	Social Media	Nov 8	Content Marketing
May 10	Content Marketing	Nov 29	Digital Travel & Tourism
May 24	Digital Marketing		
May 24	Programmatic		

AMSTERDAM

Feb 2 Digital Marketing Oct 11 Digital Marketing

BARCELONA

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

COLOGNE

Sep 13 Digital Marketing

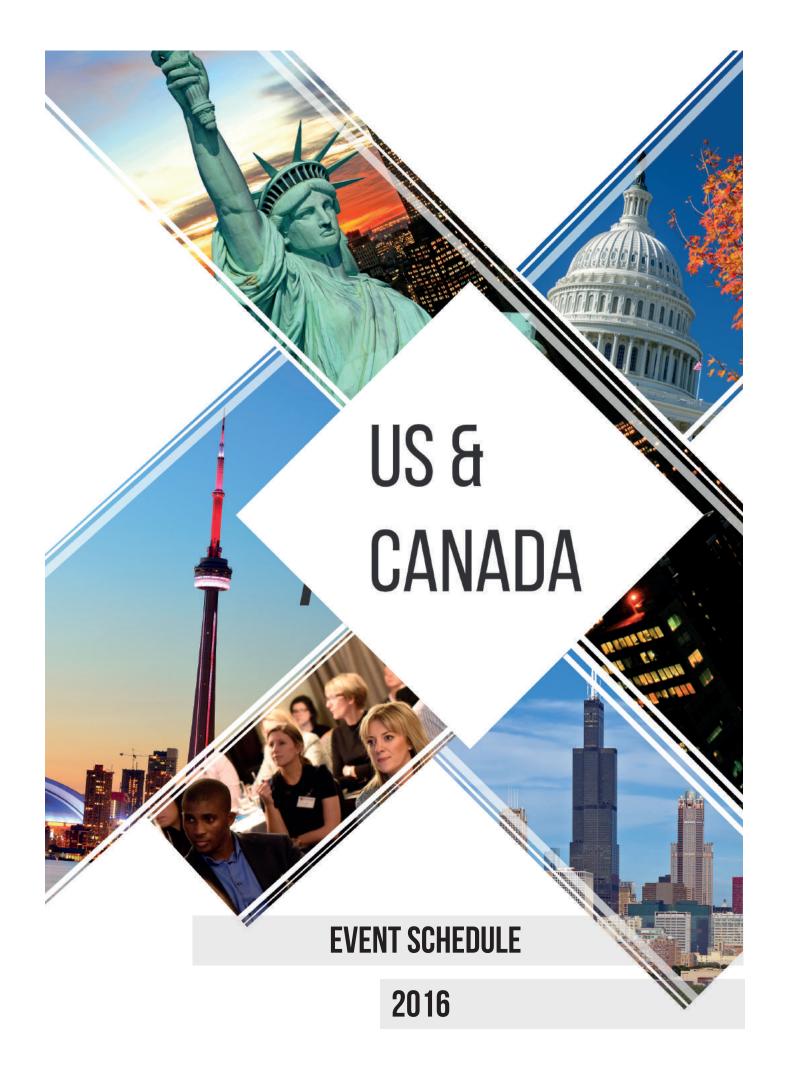
DUBLIN

Nov 2 Digital Marketing

MIDDLE EAST

DUBAI

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



Feb 9 Feb 9 Mar 8 Mar 8 Apr 5 Apr 5 Apr 19 Jun 14	Social Media Mobile & App Marketing Digital Retail & CPG Digital Marketing Digital Agency Digital Fashion & Luxury Digital PR & Communications Digital Finance	Jun 14 Jul 12 Jul 12 Sep 13 Sep 13 Nov 1 Nov 1 Dec 6 Dec 6	Digital Travel & Tourism Digital Retail & CPG Mobile Marketing Digital Agency Digital Marketing Digital Fashion & Luxury Digital Entertainment Social Media Content Marketing
MASTER May 10 May 10 May 10	CLASSING WEEK - NYC Content Marketing for Brands App Marketing for Brands Social Media for Brands	May 10 May 10 May 10	E-commerce for Brands Search for Brands Mobile Marketing for Brands
May 11 May 11 May 11	Programmatic for Brands Native Advertising for Brands Mobile Advertising for Brands	May 11 May 11 May 11	Native Advertising for Agencies Mobile Advertising for Agencies Programmatic for Agencies
May 12 May 12 May 12	Content Marketing for Brands App Marketing for Brands Analytics for Brands	May 12 May 12 May 12	Data & CRM for Brands Wearables for Brands Video for Brands
ΔΤΙ ΔΝΤΔ		МІДМІ	

AILANIA

Jan 13	Digital Marketing
Sep 15	Digital Marketing

BOSTON

Jun	16	Digital Marketing

CHICAGO

Feb 23	Social Media
Feb 23	Digital Marketing
May 24	Digital Marketing
May 24	Digital Agency
Oct 5	Mobile & App Marketing

Digital Brand Oct 5

DALLAS

Feb 11	Digital Marketing
Sep 14	Digital Marketing

DETROIT

Oct 4 Digital Marketing

HOUSTON

Jun 8 Digital Marketing

LOS ANGELES

Jan 26	Social Media
Jan 26	Digital Marketing
Apr 26	Digital Retail & Fashion
Apr 26	Mobile Marketing
Oct 20	Digital Marketing
Oct 20	Digital Agency

MIAMI

Jan 12	Digital Marketing
Nov 3	Digital Marketing

MINNEAPOLIS

May 26	Digital Marketing
Oct 7	Digital Marketing

MONTREAL

Sep 29 Digital Marketing

SAN FRANCISCO

Jan 28	Digital Marketing
Oct 19	Digital Marketing

SEATTLE

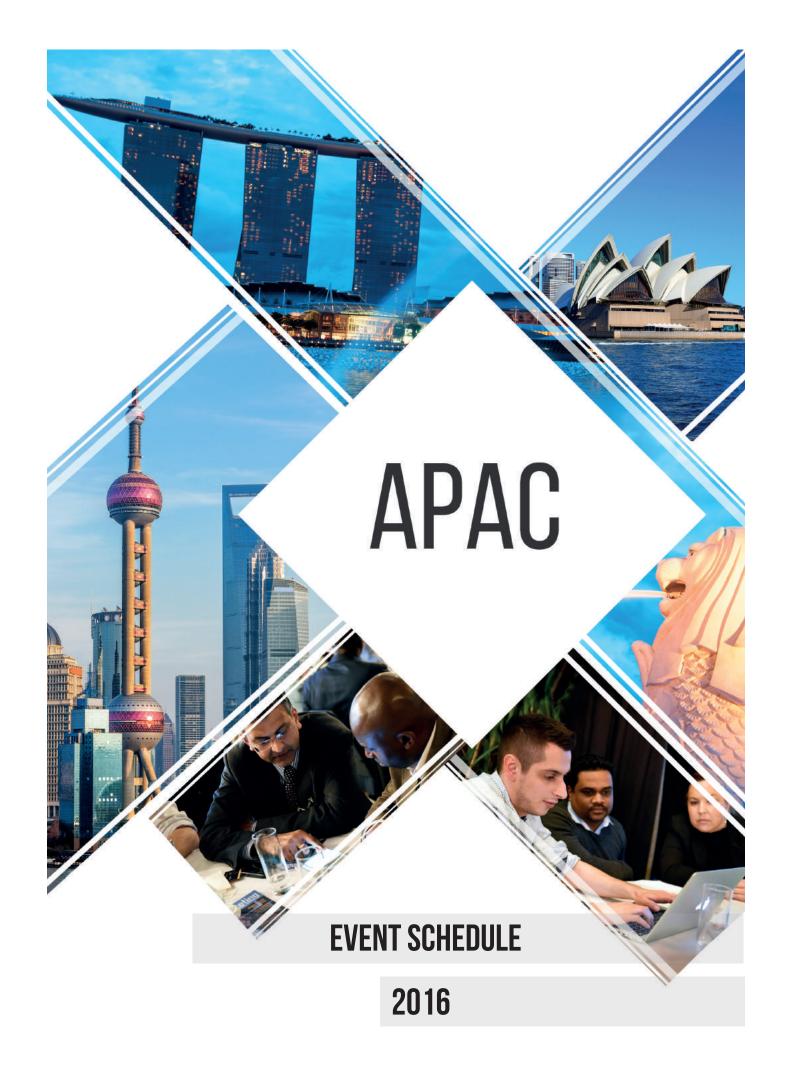
Apr 28	Digital Marketing
Oct 18	Diaital Marketina

TORONTO

Mar 22	Digital Marketing
Mar 22	Digital Agency
Jun 14	Mobile & App Marketing
Jun 14	Digital Marketing
Sep 27	Digital Retail & Fashion
Sep 27	Digital Marketing
Nov 15	Digital Marketing
Nov 15	Digital Finance

WASHINGTON DC

Digital Political Mar 10



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