



**MASTERCLASSING**  
business.intelligence

# **MEDIA KIT AND EVENT SCHEDULES 2016**

**WWW.MASTERCLASSING.COM**

 @Masterclassing

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



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 blood 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 Gorenshcheyn,  
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

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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

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Feb 2	Digital Marketing
Oct 11	Digital Marketing

## BARCELONA

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

## COLOGNE

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Sep 13	Digital Marketing
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## DUBLIN

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Nov 2	Digital Marketing
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# MIDDLE EAST

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## DUBAI

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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





# US & CANADA

**EVENT SCHEDULE**

**2016**

## NEW YORK

Feb 9	Social Media
Feb 9	Mobile & App Marketing
Mar 8	Digital Retail & CPG
Mar 8	Digital Marketing
Apr 5	Digital Agency
Apr 5	Digital Fashion & Luxury
Apr 19	Digital PR & Communications
Jun 14	Digital Finance

Jun 14	Digital Travel & Tourism
Jul 12	Digital Retail & CPG
Jul 12	Mobile Marketing
Sep 13	Digital Agency
Sep 13	Digital Marketing
Nov 1	Digital Fashion & Luxury
Nov 1	Digital Entertainment
Dec 6	Social Media
Dec 6	Content Marketing

## MASTERCLASSING WEEK - NYC

May 10	Content Marketing for Brands
May 10	App Marketing for Brands
May 10	Social Media for Brands

May 10	E-commerce for Brands
May 10	Search for Brands
May 10	Mobile Marketing for Brands

May 11	Programmatic for Brands
May 11	Native Advertising for Brands
May 11	Mobile Advertising for Brands

May 11	Native Advertising for Agencies
May 11	Mobile Advertising for Agencies
May 11	Programmatic for Agencies

May 12	Content Marketing for Brands
May 12	App Marketing for Brands
May 12	Analytics for Brands

May 12	Data & CRM for Brands
May 12	Wearables for Brands
May 12	Video for Brands

## ATLANTA

Jan 13	Digital Marketing
Sep 15	Digital Marketing

## BOSTON

Jun 16	Digital Marketing
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## CHICAGO

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

## DALLAS

Feb 11	Digital Marketing
Sep 14	Digital Marketing

## DETROIT

Oct 4	Digital Marketing
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## HOUSTON

Jun 8	Digital Marketing
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## 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
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## SAN FRANCISCO

Jan 28	Digital Marketing
Oct 19	Digital Marketing

## SEATTLE

Apr 28	Digital Marketing
Oct 18	Digital Marketing

## 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

Mar 10	Digital Political
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The cover features a collage of images related to APAC (Asia-Pacific) business and culture. The top left shows the Marina Bay Sands hotel in Singapore at night. The top right shows the Sydney Opera House. The middle left shows the Oriental Pearl Tower in Shanghai. The middle right shows the Merlion statue in Singapore. The bottom left shows two men in business suits looking at documents. The bottom right shows a group of people working on laptops. The entire design is framed by a large white diamond shape with blue and white diagonal stripes.

# APAC

**EVENT SCHEDULE**

**2016**



## **AUCKLAND**

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Nov 3 Digital Marketing

## **KUALA LUMPUR**

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Nov 17 Digital Marketing

## **MELBOURNE**

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Mar 10 Digital Marketing

Jun 9 Digital Marketing

Nov 10 Content Marketing

## **SINGAPORE**

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Mar 16 Digital & Content Marketing

Jun 14 Digital Travel & Tourism

Nov 15 Digital Marketing

## **SYDNEY**

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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