

# LEARN HOW PROGRAMMATIC TECHNOLOGY IS SHAPING THE FUTURE OF MARKETING FOR BRANDS



IN COOPERATION WITH



- INVITE YOU TO -  
**AN EXCLUSIVE BREAKFAST**

**4 NOVEMBER, 2015**

Wednesday 8:30 - 11:30am

**HAYMARKET HOTEL**

The Shooting Gallery  
Piccadilly Circus, 1 Suffolk Place  
London, SW1Y 4HX

**HEAR HOW IHG ENTERED THE PROGRAMMATIC SPACE,  
THE OBSTACLES THEY OVERCAME AND  
HOW THEY ARE SUCCESSFULLY ENGAGING CUSTOMERS  
THROUGH PROGRAMMATIC MARKETING.**



InterContinental Hotels Group

**FABRIZIO DI MARTINO**  
MANAGER MOBILE, SOCIAL  
AND PROGRAMMATIC EUROPE



**JEREMY KING**  
MANAGING DIRECTOR  
M&M GLOBAL



**CHRIS DOBSON**  
EXECUTIVE CHAIRMAN  
THE EXCHANGE LAB



**ZUZANNA GIERLINSKA**  
DIRECTOR DATA  
MANAGEMENT PLATFORMS  
ORACLE MARKETING CLOUD



**NICK MANNING**  
CHIEF STRATEGY OFFICER  
EBIQUITY

**WE LOOK FORWARD TO HOSTING YOU FOR A THOUGHT PROVOKING & ENGAGING  
DISCUSSION ON THE FUTURE OF MARKETING**

Please rsvp to: [events@theexchangelab.com](mailto:events@theexchangelab.com)

[theexchangelab.com](http://theexchangelab.com)

**ONE  
FOR  
ALL.**