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FMCG and fashion elite to join adtech London keynote line up

Unilever Global SVP Media Luis Di Como, renowned British fashion designer Ozwald Boateng OBE, WPP Digital Chief Executive Mark Read and AKQA Co-Founder James Hilton are among the first headline speakers to be announced for adtech London on 11-12 September.

The sole European date in the world's largest digital marketing network, ad:tech London will feature an exceptional line up of top-level brand, publisher and agency speakers from companies including Heineken, Reckitt Benckiser, 20th Century Fox, Kellogg, Lego, McLaren, Karen Millen, Paddy Power, Huawei, Spotify, Twitter, VEVO, Channel 4, BskyB, Metro, The Guardian, Metro, Forbes, Blue State Digital, Starcom, OMD, Mediacom and Havas. Each week, adtech will reveal the names of confirmed speakers via the ad:tech [website](#) and twitter account (@adtech_london).

For the first time, ad:tech has teamed with iMedia Communications to host eight topic-specific iMedia-branded summits tackling mobile, social/content marketing, data/analytics, real-time, search, multichannel, future media/technology and video. The summits, co-produced with adtech's 30-strong board of governors, are designed to deliver in-depth coverage of 2013's most prescient issues and provide the ideal leadership platform for both sponsors and speakers.

New features for 2013 include the iMedia Marketplace, iMedia Executive Club, Axiom London Roof Terrace and dedicated 'meet ups', which will provide an intimate forum to meet industry players and exchange ideas. More than 150 suppliers will exhibit, making ad:tech a key sourcing event for buyers of digital marketing solutions. The popular Mobile Village and Seminar Programme will return to showcase the most innovative suppliers in the business.

ad:tech London will also host a brand new feature showcasing the best new startups in the marketing and media landscape. "The Next Big Thing" is being run in conjunction with a host of leading investors, brands and agencies and will give the marketing and advertising community exposure to the start-ups tipped for greatness.

The launch is hard-on-the-heels of a recent survey by Martini Media and iMedia UK which revealed that 95% of UK marketers plan to increase their digital spend by an average of 22% in the coming year.

ad:tech London 2013 is the first produced under the leadership and new team of James Drake-Brockman, who recently took on the role of Head of EMEA for dmg events Digital Marketing division. Drake-Brockman was previously responsible for launching new iMedia formats in Australia and has 15 years' experience running technology events in the UK.

"ad:tech is timed perfectly to coincide with the fact that marketers will significantly increase their digital spend over the next year and takes place in the context of the rapidly evolving relationship between brands, agencies, media owners and consumers," said Drake-

Brockman. “Our partnership with iMedia Communications and the introduction of the iMedia ethos adds a new dimension to ad:tech, complementing the 7,000 strong audience the show attracts with new opportunities for collaborative learning, exchanging ideas and intimate networking opportunities”.

“Our extensive research with the ad:tech advisory board has allowed us to really get under the skin of the digital marketing community. As a result the educational content at ad:tech this year is positioned to help brands, agencies and media owners solve the key issues they are currently facing. Since announcing our first speakers, the response from potential attendees, exhibitors and sponsors has been exceptional, showing that we are very much on the right track. We’re confident that ad:tech 2013 will set the benchmark for digital events”.

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For further information and to request a press pass, please contact:

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Notes to Editors:

ad:tech London will take place on 11-12 September at The National Hall, Kensington Olympia.

Now in its ninth year, ad:tech London consists of an exhibition and a conference.

The **free** exhibition includes 70+ educational seminars and 150+ exhibitors. The **paid-for** conference includes keynote presentations, panel discussions and interviews in dedicated topic-specific summits.

About ad:tech

ad:tech is an interactive advertising and technology conference and exhibition - a marketplace for buying and selling, a community for networking, a forum for exchanging ideas and an opportunity for contributing to industry trends and initiatives.

Ten annual events around the world focus on top-notch education through keynote speakers, topic-driven panels and workshops as well as showcase the latest products and services to help implement new knowledge and ideas. Attendees leave ad:tech with the tools and techniques they need to compete in an ever-changing world.