
ADARA Carpe Data starts tomorrow. Have you registered yet?

1 message



**3 days, 17 sessions, 29 speakers, 765 minutes of insights from industry experts.
Are you ready for ADARA Carpe Data 2020?**

**The free virtual conference hosted by ADARA begins tomorrow with 6
power packed sessions. See the full Day 1 Agenda and sign up for each individual
session you'd like to attend.**

Day 1

**Future of Advertising: Re-balancing the Value
Exchange with Consumers
Oct 20th | 8:00AM PDT**



Consumers' demand for greater control over their data and higher privacy standards is a response to an advertising model that got out of whack. Rebalancing the value exchange is going to take more than work-arounds. It requires sustainable solutions. Join us for a fire-side chat with guest speaker, **Joanna O'Connell** of Forrester, and **David Eisenberg** of LiveRamp as they explore the situation, surface potential solutions, and offer suggestions for where to focus attention.



[Register Now](#)

The unexpected pandemic dividend—a new perspective on what really matters Oct 20th | 9:00AM PDT



Travel companies have unleashed a torrent of experimentation as they respond to the pandemic's effects. Every element of the customer experience has been re-evaluated to find new and creative ways to allay consumers' concerns over exposure to Covid-19 as well as to reduce costs. Join us for an enlightening session with **Alex Dichter**, Sr. Partner of **McKinsey's Travel, Transport, & Logistics Practice** as we explore these innovations and chisel away at traditional travel to reveal its fundamental nature.

[Register Now](#)



Bracing for Tectonic Shifts in Data-Driven Advertising Oct 20th | 10:00AM PDT

Come learn about the far-reaching impacts and likely implications for marketers as they plan for 2021. **Michelle Hulst**, an industry expert and EVP Global Data and Strategy at **The Trade Desk**, will share her perspective on key issues. Who are the right partners? Are you on the right platform? Do you have the right processes, expertise and skills in place?

[Register Now](#)



Do You Know Who I Am? Oct 20th | 11:00AM PDT



In a world of rising customer expectations for frictionless interactions, what does it take to deliver a great experience while protecting against bad actors? Join us for a lively panel session with leading innovators in the field including **Hal Granoff**, Head of US Market Development at **Callsign**, **Rob Rendell**, VP, Payments Solutions at **Feedzai** and Global Identity Management and Authentication Technology Executive, **Brian Russell**.



[Register Now](#)

Navigating Privacy and Ethics Considerations in 2021

Oct 20th | 12:00PM PDT



GDPR, CCPA, APPI...the world of data privacy is getting very complicated and we are in the midst of a significant transformation as it relates to consumer transparency and trust. Join our session led by **Tim Geenen**, GM of privacy and consumer experiences at **LiveRamp**, where we will discuss the foundational implications of these global regulations and how they impact your business strategy.

[Register Now](#)

Evolving Reality for Social Gatherings Oct 20th | 1:00PM PDT



Join **Victor Cho**, CEO of **Evite**, and **Patrick Coddington**, Sr. Director of Data & Analytics at **Evite**, to garner insight into the latest trends in virtual and physical events as well as what types of events are most popular. Evite is in the unique position to understand consumers' interest in socializing as well as their comfort level in group settings.



[Register Now](#)

See the full line-up of speakers for ADARA Carpe Data 2020.

[View Speakers](#)

