

IAB EUROPE 2018 CALENDAR

H1					
Jan	Feb	March	April	May	June
European Digital Ad Spend H1 2017 webinar	Digital measurement priorities survey in-field	European Viewability Measurement Principles for Mobile	Virtual Programmatic Event H1	Interact 2018 in Milan	European Digital Ad Spend (AdEx Benchmark) 2017 Full Report
IAB Europe best practice libraries (multi-device, programmatic and ad effectiveness) – call for and showcase of case studies	Programmatic across Europe webinar <i>(with national IABs)</i>	Header Bidding and Auction Dynamics output	IAB Europe presentation at I-COM	MIXX Awards Europe and Research Awards ceremonies at Interact	IAB Europe presentation at ICEE.Fest
	MIXX Awards Europe and Research Awards 2018 close	Attitudes to Digital Video Advertising report publication	IAB Europe panel chairing at d3con	IAB Europe chairing and keynote at the Programmatic Pioneers Summit	Future of Programmatic and Connected TV output
Analysis of ePrivacy Regulation Progress report & Update of Position paper on the ePrivacy Regulation	Launch of the GDPR consent mechanism	Trust and Transparency Webinar	IAB Europe best practice libraries (multi-device, programmatic and ad effectiveness) – call for and showcase of case studies	European Digital Ad Spend (AdEx Benchmark) 2017 highlights published at Interact	How Digital Advertising Works <i>Video Course</i>
Launch of the Better Ads Experience Programme Certification	GDPR webinar series (2/3)	GDPR webinar series (3/3)	Digital Leaders Council meeting	Measurement Organisations Forum meeting / call	Digital ad effectiveness output
Launch of advocacy campaign towards trilogues on the ePrivacy Regulation	GDPR Guidance on Data subject request	GDPR Guidance on Controller/Processor relationships	Attitudes to Programmatic Advertising survey in-field	Digital measurement priorities presentation at Interact	
GDPR webinar series (1/3)	Digital Content Directive – Position Paper		Native Advertising webinar series (1/3) – topic TBC	Native Advertising webinar series (2/3) – topic TBC	Native Advertising webinar series (3/3) – topic TBC

NOTE: Policy outputs ARE dependent on the European Institutional landscape.

H2					
July	August	September	October	November	December
European Digital Ad Spend 2017 webinar	<i>Summer</i>	IAB Europe panels at DMEXCO	European Executive Fly-in – Meetings with EU policymakers and European Ad Tech SMEs	IAB Europe speaking slot at IAB Denmark Programmatic event	MIXX Awards Europe webinar series (2/2)
Global Mobile Ad Revenue report publication		European Programmatic market sizing 2017 report publication	Virtual Programmatic Event H2	European Digital Ad Spend (AdEx Benchmark) H1 2018 report publication	
e-learning Platform open		Digital Measurement priorities report publication	Research Awards webinar series (2/2)	Digital Leaders Council meeting	
		Research Awards webinar series (1/2)	Attitudes to Programmatic Advertising report publication	MIXX Awards Europe webinar series (1/2)	
		Measurement Organisations Forum meeting / call	Review of the Pan-European native advertising and content-based advertising definitions	MIXX Awards Europe and Research Awards 2019 open for entries	
		IAB Europe best practice libraries (multi-device, programmatic and ad effectiveness) – call for and showcase of case studies	Attitudes to Digital Video Advertising survey in-field		
			Programmatic native and content-based advertising output		

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