

DATA

DRIVEN

MARKETING

ON

TOUR

June 18 London June 19 Dublin

This unique two-day program provides practical, intensive digital marketing and social media sessions, hosted by the premier digital marketing and social media companies in the world, including Facebook, LinkedIn, AppNexus, HubSpot, Oracle Marketing Cloud, Quantcast, and Marin Software.

- Eight workshops at the European HQs of some of the world's most innovative digital marketing companies
- Three flights (to London, to Dublin, and back home)
- Two nights' hotel accommodation



EACA MEMBER DISCOUNT OF 50%

Please sign up at DDM-Tour.com using code **EACA** to register for only € 995

(Valid until May 31, or until the Tour is fully booked)

In 2014, 230+ marketers from 160+ companies in 17 countries joined this tour and gained insights that can be used immediately once back at the office. Capacity is limited to 40 participants, and the Tour is likely to be over-subscribed.

London - June 18



- Digital Video Advertising
- Marketing Strategies for the new LinkedIn platform
- Integrating Search and Social
- Programmatic Advertising

Dublin – June 19



- Real-Time Bidding Academy
- Inbound Marketing
- Data Management and Activation
- Network Reception
- Best Practices and Roap Maps



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