



## Digital Media Sales Training – Agenda

### Faculty

**Jon Carrado**, Manager, Strategic Planning & Operations, *IDG Communications*

**Rob Deichert**, COO, *33Across*

**Jaimie Hefelfinger**, Account Lead, *Centro*

**Matt Levine**, VP, Data Solutions, *SourceMedia*

**Mike Morelli**, Head of Digital, *The Real Deal*

**Jackie Stewart**, Sr. Director Strategic Services, *614 Group* (formerly at Conde Nast)

### Evolution of Digital Media & Advertising

**Jackie Stewart**, *614 Group*

**Rob Deichert**, *33Across*

Learn about the history of the Digital Media Value Chain; key industry terms; the evolution of ad serving and the tech stack environment; audience assets; and what today's marketers want from their media partners.

### Programmatic Advertising

**Jon Carrado**, *IDG Communications*

**Jaimie Hefelfinger**, *Centro*

**Matt Levine**, *SourceMedia*

**Mike Morelli**, *The Real Deal*

**Jackie Stewart**, *614 Group*

Programmatic advertising might seem complex, but our experts will break down and make sense of all aspects of the process, including:

- Open Real-Time Bidding (RTB)
- Private Marketplaces
  - Owned & Operated sites
  - Collective/Network
- Programmatic Direct/Automated Guarantees
  - Sponsorship/Time-Based
  - CPMs – Reserved/First Look
  - CPMs – Real-Time Bidding (RTB)
- Audience Targeting
  - Audience Extension
  - Account-Based Marketing
- Seller Considerations
  - Rates/Floor Prices
  - Types of deals available
  - Internal Sales Process – Who should be having these conversations?
  - Compensation Structure

## Sales Talk

**Jon Carrado**, *IDG Communications*

**Matt Levine**, *SourceMedia*

**Mike Morelli**, *The Real Deal*

Publishers and sales teams will learn how to respond to their marketer partners' demands to produce win-win results.

At the end of the session, you will understand and answer the following:

- What are your advertisers requesting?
- What are the gaps in your arsenal?
- Owned & Operated Portfolio vs. Audience Programs
- Reserved Inventory
- First Look
- Private Marketplaces (PMPs)

## Sales Execution

**Jon Carrado**, *IDG Communications*

**Jaimie Hefelfinger**, *Centro*

**Jackie Steward**, *614 Group*

In this hands-on session participants will focus on:

- Advertiser Deliverables
- Internal Workflow
- Monitoring Direct and In-Direct Activity
  - Ad Requests
  - Bid Rate
  - Win Rate
  - Yield

## Walking the Talk

It's one thing to talk about the digital sales process, but another when it comes to doing it!

Conclude the day with Centro's Jaimie Hefelfinger and your fellow attendees for a lively, fun and informative session of role playing that will help you identify some of the challenges you and your staff might face in the marketplace and how to turn those objections into sales.

## Closing Remarks/Q&A