



## 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*

### Registration/Continental Breakfast

8:30 – 9:00 a.m.

### Evolution of Digital Media & Advertising

9:00 – 10:00 a.m.

**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

10:00 - 10:45 a.m.

**Jon Carrado**, *IDG Communications*

**Jaimie Hefelfinger**, *Centro*

**Matt Levine**, *SourceMedia*

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

### Break

10:45 – 11:00 a.m.

**Programmatic Advertising (cont'd)****11:00 – 12:00 p.m.****Catered Lunch****12:00 – 12:30 p.m.****Sales Talk****12:30 – 2:00 p.m.****Jon Carrado**, *IDG Communications***Matt Levine**, *SourceMedia*

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

**Sales Execution****2:00 – 2:30 p.m.****Jon Carrado**, *IDG Communications***Jaimie Hefelfinger**, *Centro*

During 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

**Break****2:30 – 2:45 p.m.****Walking the Talk****2:45 – 4:00 p.m.**

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**