



Digital Media Sales Training – Agenda

September 18, 2019 • 8:30 a.m. - 4:00 p.m.

Faculty

Andy Bryant, Account Lead, *Centro*

Keith Edwards, VP, Legal Market Leader, *ALM*

David Forestieri, Regional VP, Central & West, *33Across*

Scott Roulet, VP, *BPA Worldwide*

Registration/Continental Breakfast

8:30 – 9:00 a.m.

Evolution of Digital Media & Advertising

9:00 – 10:00 a.m.

David Forestieri, *33Across*

Scott Roulet, *BPA Worldwide*

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.

Keith Edwards, *ALM*

David Forestieri, *33Across*

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 a.m. – 12:00 p.m.

Catered Lunch

12:00 – 12:30 p.m.

Sales Talk**12:30 – 2:00 p.m.****Keith Edwards, ALM**

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.****Andy Bryant, 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 Andy Bryant, Keith Edwards 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