

Asia Pacific Audit Bureaux of Circulations Conference
23 - 24 November 2015, Taipei, Taiwan

Agenda – Day Two

Tuesday 24 November 2015

8.30am	Conference Opens
8:35am	IFABC Digital Committee Update Richard Foan, ABC UK Hear from Richard Foan from ABC UK on what's happening in the European marketplace with an update on the progress of digital metrics, brand safety and reporting in the IFABC.
9.00am	Viewability and Facebook Ming Liao, Facebook Our guest will discuss the Facebook approach to viewability, the MRC metrics and their reporting on this very hot topic. With growing focus on viewability this is a must for APABC members.
9.30am	Asia Pacific Agency Perspective Grace Liao, VivaKi, APAC A key Asia Pacific agency perspective on the issues facing ad trading today.
10am	Tea Break
10.20am	The Verified Impression Joe Nguyen, comScore Inc A discussion on the importance of transparency of supply, campaign validation and the industry's hot button topics of ad fraud, brand safety and viewability.
10.50am	Ten things agencies are telling us Richard Townsend, Circus Street Hear from the media industries digital training and marketing experts about the big issues facing agencies and their teams today.
11:20pm	Digital advertising panel discussion Moderator: Richard Foan Our guest speakers come together for a Q&A session on the big questions facing digital advertising in 2015.
12:30pm	Lunch for APABC members, Speakers and Guests Howard Civil Service International House
2.30pm	IFABC Digital Publication Guideline Update Doreen Chan, BPAWW Presentation on the work completed by the digital publication committee and introduction of the IFABC Digital Publication Guidelines.
3:00pm	APABC roundup An open session for APABC delegates to share thoughts and learnings from their countries as well as discussion from the morning session.
5:00pm	Close
7.00pm	APABC Delegates and Companions Informal Dinner Ambassador Hotel, Ming Garden Restaurant 1 st fl. Address: 63 Chung Shan North Road, Section 2, Taipei 104, Taiwan R.O.C http://www.ambassadorhotel.com.tw