

ATTENDEES

What is the event objective?

IAB Nonference is about showing off the true breadth of digital advertising. We also know that people learn in different ways so we want everyone's day to be different. You might go from learning to code in one session to planning an affiliate campaign the next.

How is the event different from Engage?

Engage is our full day conference at the Barbican centre—it's more like your traditional conference whereby you will be sitting in a (lovely) dark room for the day being wowed by speakers. Nonference you will be moving around to see sessions that YOU have chosen. Everyone's day will look different.

How is it different to Ad Week or other industry events?

This is an IAB curated event—incorporating and focused on all aspects of the digital advertising community.

Who is the event aimed at and who should go?

We're proud to say our events are for everyone: media owner, publisher, tech company, creative or media agencies and of course brands.

If its all about inclusivity, who in my organisation should go?

Everyone and anyone who wants to! Even if you work in finance, there will be something for you.

What type of level of digital marketer is this aimed at?

We expect CEO's to trainees—we recognise that the juniors or today are the CEO's of tomorrow and we want to make sure they are excited about the dynamic industry we all work in. You may be experienced in one area, but why not come along to learn about something new.

What do delegates get out of attending?

IAB Nonference is not "another industry conference". You get out what you put in—read the session descriptions, talk to people, if going with a colleague, make sure you see different things so you can compare notes.

How much is the ticket for the event?

£350 for everyone, but of course brands and agencies come for free.

Is the ticket transferrable?

We can only print tickets once. If you've purchased a ticket and can no longer attend, but would like someone else to go, just let us know and we'll amend the booking.

How many brands/agencies will be there?

At most of our events we see around 60% brands and agencies in attendance.

How can I convince my boss to let me go?

All attendees will benefit from a totally immersive experience of all things related to the digital advertising industry: you will learn more in one day about the world you work in than you could possibly do within the four walls of your office—from digital audio and out of home to social media, AI, and even blockchain.

This totally unique day will cost only £350 and you will have the opportunity to network with 1,000+ people from the industry.

How do I get there?

Nonference is held in Tobacco Dock, Wapping Lane, London, E1W 2SF.

Tobacco dock is most easily reached by public transport. The closest stations are just a short walk away:

- 5 minute walk from Shadwell (Overground/DLR)
- 7 minute walk from Wapping (Overground)
- 15 minute walk from Tower Hill (District/Circle Line)

For more information, please visit the Tobacco Dock website.

Is it a full day of sessions?

Yes indeed—we do have change over times when you can grab a drinks and a cake, speak to sponsors, play with tech etc and we will have a dedicated hour for lunch and you are of course welcome to join us for drinks once the clock hits 5.30pm.

What are the different tracks I can attend?

We're still finalising the agenda, keep an eye on the IAB Events App (free to download in the android and apple app stores) for the latest developments.

Who is speaking?

Speakers and sessions will be announced as and when they are confirmed. Keep checking back to see some updates. We will also be sending out comms so make sure you're subscribed to our newsletters.

What sessions are most important to me?

That's up to you! We would recommend you having a look on the app prior to attending to read the session synopsis' to get a feel of what's going on. We will ask delegates to book their sessions in the morning of the event, and we wouldn't want you to miss out on attending a super relevant session.

Do I need to pick my sessions before I turn up for the day?

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Should I pre-plan my day? How do I choose what to go to?

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What if I miss a session and want to see it?

Sessions are first come first served [don't miss out] arrive in plenty of time!

What if I want to attend two sessions at the same time? Will the sessions be filmed or run twice?

I'm afraid the sessions won't be filmed unless they have been by the sponsors. To get the most out of Nonference, you have to be there, it's not a watch-it-back sort of event. If you can, send a colleague to the other one to report back.

What's for lunch?

It's a surprise (to us all at the moment!).