SPEAKERS

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.

What is the overarching theme?

Nonference isn't your usual event so it doesn't have a one-line-fits-all description; it's about collaboration, participation, conversation and (of course) technology.

Who is in the audience?

This is our most diverse event. Members, and non-members, beginners though to experienced, everyone will be coming with a different range of knowledge. Whilst you may be an expert in one field, you may not be in another.

Why are they called 'speaker sessions'?

Sessions is a more encompassing word: we don't want you to pigeon hole you into thinking that only presentations are allowed. This event is about breaking the mould and thinking outside the box.

The session can be delivered in a number of different ways—why don't you get in contact with us to chat through some ideas.

I have an idea, how can I put it into action?

Excellent! We have a fancy new session submission form which you can fill in and send to us, or alternatively, we would love to catch up face to face and help you refine your idea—just get in touch! DOWNLOAD FORM.

What three ingredients make the best session at Nonference?

No session will be the same and there is no magic formula. People are coming to learn – give them some sort of insight or skill, let them interact with you – don't make it too passive and make it current. (and make sure you have fun with it!)

iab:
NONFERENCE
2018

Is there a particular format I need to follow?

Nope, think outside the preverbal box. All we ask is that it relevant to digital marketing and advertising to some degree.

Can I do a sales pitch?

No, we actively discourage sales pitches because the audience doesn't want to be pitched to. We would suggest catching up with people outside the event to talk credentials—this is the time to show you're a thought leader.

What should I do to make my session different?

We want everyone to walk away feeling inspired, educated and that they've experienced something new. Also consider the size of the session you want to run, could you teach 10 people how to build a blockchain instead of talking to 40 people about what blockchain is?

How do I make my session a 'hands on' experience for delegates?

Can you bring some tech to play with? Can you deliver your session through VR/audio/post it notes? Think about how you can get people out their seats.

Do you think you are covering the most relevant topics affecting the industry at this moment in time or could you focus on bigger issues that are a problem?

The IAB run a number events across the year focussing on the bigger issues and what the industry is doing to protect and build a sustainable future for digital advertising. Nonference, we will of course touch on issues such as GDPR, transparency, measurement and trust, but in new formats.

How will I know/you make sure delegates will attend my session if there are multiple streams?

We will ask delegate to book their sessions via the new app in the morning and once the room is full we will push them into other rooms. What we recommend is that you make your sessions as descriptive and engaging as possible – that way attendees know what they're getting!

You may be up against an immersive VR experience, but don't forget that that isn't for everyone. People also want stuff that they can actually apply to their day to day life/job.

What is the format of the sessions?

Each session will be 45minutes in length with a change over time in-between each session so we can change the room around. If you want to do something wacky, let us know and we'll do everything in our power to make it work.

Can I use PPT slides? Will I be the boring one if I do?

Nonference is fundamentally about learning in a different way, so we'd challenge you to think about how you might teach someone something that didn't rely on a PowerPoint deck. Feel free to use photography, videos, live demos, handouts, sketched out ideas on whiteboards—whatever works best, but try to avoid being confined by PowerPoint slides as we so often are.

What AV tech can I use?

We will provide a screen for each room—beyond this the venue have a preferred supplier list for the tech which we can share with you.