

# IAB Debrief 2025 speaker submission guidelines

Taking place on Tuesday 11 November 2025 from 08:30 - 12:00 IAB Debrief 2025 is all about digitally native brands – the ones born online and built to thrive in a digital world. We're looking for bold ideas, sharp thinking, and real results that show how digital made the difference.

Whether it was smart strategy, standout creative or clever tech, this is your chance to share the work that made waves. Go beyond the highlights. Take us from challenge to execution and prove it worked.

And don't just tell us, show us. Debrief is about creativity and effectiveness, so bring the visuals, energy and spark.

Last year featured standout work from the NHS, Anchor Butter, TENA Men, giffgaff and Autotrader. Now it's your turn.

## What we're looking for:

We want sessions that inspire and inform, not just impress. Whether it's bold creative, smart tech, or sharp strategy, your session should:

- Focus on a real campaign with measurable impact
- Be co-presented with your client - a brand marketer must be on stage so please confirm they're happy to speak before submitting
- Cover the full journey: brief, challenge, execution, results
- Include creative and visual elements to bring it to life

## What to include:

- The brand and campaign you'll cover
- Key takeaways: insights, results and what the audience will learn
- How the session will make people feel
- Any exclusive content or reveals
- Links or examples to support your idea
- Your submission must include a confirmed brand speaker

## Speaker submissions are now open for IAB UK members.

Got a story worth sharing? Let's hear it.

Submit your proposed session and speaker(s) via the submission form [here](#)

Deadline: Wednesday 24 September 2025