

DIGITAL MEDIA STRATEGIES 2018

Powered by **campaign**

8-9 March 2018

etc venues County Hall, London

MEDIA INFORMATION

Creating a sustainable mixed revenue model powered by digital

What is it?

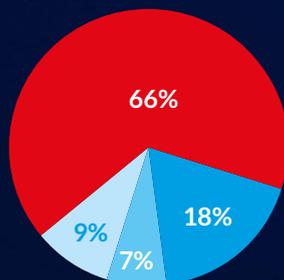
Digital Media Strategies Europe is the leading strategic business gathering for European publishers – magazine, newspaper, digital pureplay and tech – the people defining the future of news, entertainment and niche media. Now in its 5th year, our European summit recognises the challenges of modern media and helps senior executives make sense of changing trends across the sector, evolving commercial strategies and overcoming the functional silos of the industry. Digital Media Strategies delivers on its name – it places your digital strategy at the intersection of commercial and editorial, focusing on UX, monetisation, transformation and long-term sustainability.



Who attends?

The 200-strong audience is predominantly made up of CEO, CFO, CTO, CMO, CRO, COO, CDO, MD, Founder, Board Member, Head of Department, SVP, VP and Senior Management from leading publishers and media owners across the UK and Europe.

- Director Level +
- Manager Level +
- Editor/Reporter
- Other



2017 attendees included:



Sponsorship

Digital Media Strategies gives you the opportunity to showcase your solutions to a concentrated audience of senior decision-makers, whilst networking with some of the most influential people in media. The event is perfectly placed to help the most senior industry leaders gain solutions to their long term strategic challenges. Being associated with the event as a sponsor positions you as a provider of those solutions, educating the industry through thought leadership.

You should sponsor if you are a service or technology provider to the media industry with a commercial interest in meeting newspapers, magazines, b2b, digital pureplay and broadcast publishers.



Sponsorship opportunities

Sponsors of Digital Media Strategies benefit from cross-platform marketing through Campaign, giving you over 200,000 chances to be seen before the event. Each sponsorship package is tailor-made to meet your objectives, including tickets, networking space and more.



The Keynote

Deliver a 15 minute case study to an audience of leading publishers under the bright lights of the main stage.



£9,100 + VAT

The Panel

Drive the conversation forward in a thought provoking debate in front of the entire audience.



£7,850 + VAT

The VIP Lunch

A rare chance to have an intimate discussion with selected prospects through an invite-only VIP private lunch.



£8,100 + VAT

The Stream

Host your very own 30-minute breakout session to an intimate audience that have selected your topic.



£7,500 + VAT

Amplify

Campaign's Content Lab team can work with you to amplify your sponsor session through video and content on Campaign. This allows your message reach a wider audience of prospects, giving your content a lasting legacy. A journalist, photographer and film crew will work with you at the event, in answer to your brief. POA.