

iMedia and the Association for Data-driven Marketing and Advertising (ADMA) partner to inform, inspire and engage Australian marketing leaders at iMedia Brand Summit Australia 2018

Sydney, 22 June 2018 - iMedia and the Association for data-driven marketing & advertising (ADMA) have announced their partnership to drive greater connection and knowledge sharing between marketing leaders at the iMedia Brand Summit Australia on September 10 – 12, 2018 at the Sheraton Grant Mirage Resort, Gold Coast.

The new partnership will see iMedia Brand Summit Australia become a meeting and networking opportunity for senior marketers of ADMA member companies. As iMedia is an invitation only event, iMedia will collaborate with ADMA to promote and provide event access to select senior marketing leaders of ADMA member companies.

iMedia will also provide a stage for ADMA to attract new member organisations and introduce iMedia delegates to IQ, ADMA's modular educational offering that builds the required skills and expertise of marketing teams to deliver against the dynamic challenges of increasing customer expectations. IQ's unique approach to helping organisations understand the requirements for marketing success is comprised of a skills framework, skills assessment tools, training courses and consultative support.

ADMA will also participate on the iMedia Brand Summit Advisory Board, shaping content themes and conference activities to ensure that speakers deliver content that meets the needs of Australian marketers attending iMedia Brand Summit.

Ryf Quail, Managing Director at iMedia ANZ said "I am very excited about partnering with ADMA as it gives iMedia a real purpose of 'moving the market'. It gives our organisation a chance to contribute to the fibre of a great industry organisation that is actively addressing challenges and opportunities of Australian marketers. We are very keen to help drive ADMA's continued success in an ever increasing data-driven advertising and marketing marketplace."

"In an increasingly complex marketing landscape where the only constant is change, ADMA is happy to support initiatives that help marketers build their roadmap. This informative event should do exactly that", said Steve Sinha, Chief Operating Officer at AADL incorporating ADMA.

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About ADMA and AADL:

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for data-driven marketing and advertising. ADMA is the ultimate authority and go-to resource for effective and creative data-driven marketing across all channels and platforms, providing insight, ideas and innovation for today's marketing industry. In 2017, ADMA became part of the Australia Alliance for Data Leadership (AADL), a network of associations with the common thread of data and the customer, representing the essential functions of data-driven business. AADL network associations include the Institute of Analytics Professionals of Australia (IAPA), Data Governance Australia (DGA) and Digital + Technology Collective.

About iMedia:

iMedia Brand Summit Australia is run by marketing professionals, for marketing professionals and has an excellent reputation for delivering content that educates and promotes the marketing sector. iMedia Brand Summit is an exclusive invitation-only event bringing together senior marketers and digital media professionals for 3 days of learning and networking. Similar to the iMedia Summits format used across the globe, we will endeavour to create a collaborative environment to encourage knowledge transfer and peer-to-peer networking.

iMedia has a great pedigree, drawing on 20 years of experience in the USA, UK, India, SE Asia, China, Japan, Australia and New Zealand. With a worldwide presence, iMedia is able to track trends from experts around the world and bring international intelligence to all its events.

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