

# 365 Digital launches the Ad Tech Masterclass Series

Issued by [365 Digital](#)

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365 Digital, supported by Google, are hosting a series of Ad Tech Masterclasses during 2019 aimed at fostering a greater unified online advertising ecosystem.

The Ad Tech Masterclass Series, geared toward online publishers and advertisers aims to build trust between the buy-side and sell-side by bringing them together in an intimate forum for learning around the subjects of technology, data, strategy, programmatic monetisation and a host of other relevant topics.

Julian Jordaan, Commercial Director at 365 Digital, explains, "Events where both sides get together (outside of awards ceremonies) is a much needed element in today's fragmented online ad world. If adding value to brands and consumers is the goal, then we owe it to them to engage often, debate topics, ask the hard questions and collaborate more. Just do better work!"

The first in the workshop series is taking place on the 19th February and will see some of South Africa's top publishers come together at Google's Johannesburg office in Ballyclare Dr., Bryanston. Topics being addressed among others include:

- Adserver Infrastructure & Architecture and How to Build For The Future
- A Holistic View on Monetisation
- Data and Audience Building, Segmentation and Monetisation
- Ad Blockers and The Affects on Consumers and Publishers

365 Digital is also hosting similar events in Lagos, Nigeria, in March 2019, as well as in Nairobi, Kenya, later in the year.

For more information contact email Jethro:

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**365 DIGITAL** **Google**

## Ad Tech Masterclass Series

**CALLING ALL ONLINE PUBLISHERS AND SELL-SIDE PROFESSIONALS!**

365 Digital, supported by Google, are hosting the first Ad Tech Masterclass Series - designed to engage, empower and enlighten people in digital.

### WHAT TO EXPECT?

The series sees host speakers, panels discussion and Q&A's from the industry's top minds in the Ad Tech space and provides networking opportunities for digital marketing professionals.

Aimed at large and medium sized publishers looking to dive deeper into site monetisation, network architecture and infrastructure and audiences segmentation (and monetisation)

### WHO SHOULD BE THERE?

If you're in the Sell-Side, this exclusive event is for you.

If your title is one of the following: Head of Digital, Commercial Director, Chief Digital Officer, Chief Data Officer, Publisher Owner/MD/CEO, Digital Media Sales Manager, Ad Operations Managers & Specialists

### SPEAKER SNAPSHOT:

David Steinacker - Google, Head Of Publishing SSA  
 Julian Jordaan - Commercial Director, 365 Digital  
 Michael Allen - Technical Director, 365 Digital  
 Ashleigh Footit - Head of Tech Ops, Spark Media (Caxton)  
 Christopher McBride - Market Lead, Cadreon Africa (IPG Mediabrands)

DATE: **19 FEBRUARY 2019**  
 TIME: **9:00 - 11:30**  
 VENUE: **Google Office, Johannesburg**  
 RSVP: **jethro@365digital.co.za**

**365DIGITAL.CO.ZA**

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- **Entravision and Match Media Group partner across Africa** 1 Sep 2023
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- **Entravision and Meta partner in Ghana** 17 Oct 2022
- **Entravision 365 Digital brings mobile app performance solutions to African markets** 14 Jul 2022

365 Digital



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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