WEDNESDAY, MAY 13

COMPLIANCE WORKSHOP

THURSDAY, MAY 14

BREAKFAST AND REGISTRATION

NAI CEO AND BOARD OF DIRECTORS’ CHAIRMAN WELCOME

PANEL 1
Ad Tech at a Crossroads: Challenges & Opportunities in the Post-Cookie Era

Cookies have just about crumbled on the internet, which bring both challenges and opportunities to advertising technology. The digital advertising industry is being tasked with charting a path forward that bolsters consumer’s control and confidence in the online ecosystem. Whether it’s greater reliance on first-party data, or a paradigm shift to a completely new approach, collaboration around technology standards and a new accountability framework is essential. This panel will provide diverse expert perspectives on what could be done to usher in a new era for digital advertising that balances a personalized user experience with enhanced consumer privacy.

PANEL 2
CCPA Enforcement is Around the Corner, Is the Ad Tech Industry Ready?

Despite substantial efforts to prepare for CCPA compliance, ambiguity and a range of different approaches has the industry still working through a disparate set of solutions to compliance just months before enforcement is set to begin. This panel will provide a timely discussion among advertisers, publishers, and ad-tech companies about what measures companies are taking to comply with CCPA, and lingering questions that need to be
addressed in advance of the pending enforcement date. We will also discuss how efforts may be further complicated by CPRA, aka “CCPA 2.0.”

**KEYNOTE PRESENTATION**

**PANEL 3**

**Innovation Showcase — What are the Next Breakthroughs in Ad Tech and Privacy?**

The digital advertising landscape will look vastly different in two to five years, with regulation driving change, including requirements for more robust transparency and choice, consumer-first initiatives, and innovative advertising practices essential to the industry’s very existence. During this session, we will showcase NAI members’ groundbreaking innovations that will help the industry to move forward, and will explore creative options to traditional, cookie-based targeting. From new thinking around contextual advertising, to aggregated audiences, to consent management platforms that are simple and scalable, we will highlight member solutions to the industry’s most pressing challenges. The future of digital advertising will depend on thought leadership, creativity, and invention – all of which NAI member companies have in spades. Let’s celebrate innovation in this critical look at our own best ideas.

**PANEL 4**

**The Path Forward As A Regulated Industry — Charting the Evolution Towards Pragmatic Public Policies**

Just a few short years ago, digital advertising, and the internet economy as a whole, flourished in a regulatory-free environment, and self-regulation worked hard to keep advertising activity a privacy-protective space. Now, GDPR and clones around the world seek to put restrictions on the free flow of data globally, CCPA is the de-facto law of the USA, other states are competing to enact even stricter legislation, and “break up big tech” is being echoed by regulators and legislators alike. Add to this the effort to enact a national privacy framework and the upcoming 2020 election, and the future regulatory...
landscape couldn't be murkier. This panel will combine experts from various perspectives to discuss the good and bad of current and proposed laws and regulations, with an eye towards some form of interoperability in the years ahead. In addition, the panel will take a critical look at the role of self-regulation in a regulated industry, and offer insights into opportunities created for companies focused on winning back the trust of consumers.

**PANEL 5**

**Can the Ad-Tech Industry Ever Satisfy Privacy Advocates? A Friendly Debate**

The ad-tech industry, despite its crucial role in developing and supporting a free and open internet, and strong self-regulatory commitments to enhance consumer privacy, continues to receive the lion's share of ire from privacy advocates, even as other, far more privacy invasive practices evolve throughout the internet economy. Is there a rational debate to be had about the intersection of innovation and privacy, where experts can explore pragmatic and realistic solutions to the internet's most pressing issues? In this lively panel, consumer advocates and industry leaders debate and discuss contentious privacy topics, such as health date, location data, sharing data with law enforcement, non-cookie tech, and the viability of consent mechanisms. Can they find common ground?

**PANEL 6**

**NAI: Twenty Years of Leadership & Looking to the Future**

NAI was founded in 2000 to solve a problem — digital advertising had to show its commitment to privacy protective practices. From humble beginnings, NAI, and its member companies, have grown to represent the best of innovation, creativity, and delivery, to consumers, advertisers, and regulators. Today, we celebrate twenty years of leadership in an industry that's barely twenty years old. This session will pay tribute to the thoughtful leaders who have contributed to NAI's success, and look ahead to the next twenty years of self-regulation and public policy in consumer privacy, data protection, and digital advertising.

**PANEL 7**

**NAI & The History of the Internet: A Look Back**

**CLOSING REMARKS & HAPPY HOUR**