

MARKETING



MARKETING OPPORTUNITIES IN NEW TECHNOLOGY: WHAT CAN ALGORITHMS DO FOR YOU?

This month we look at why and how opportunities in programmatic media buying can make advertising more engaging, effective and efficient, and provides advice on avoiding the pitfalls.

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BRANDING



WARC WEBINAR – HOW BRANDS GROW PART 2: UNCOVERING THE NEW (BRAND) BUYER

(link only valid til Weds, 3 Feb)

In January's most-attended webinar, hear Professor Jenni Romaniuk (Ehrenberg-Bass Institute) share highlights from her new book 'How Brands Grow Part 2' co-authored with Professor Byron Sharp. This Warc Webinar will shed light on new brand buyer strategies that are more likely to succeed and caution against the pitfalls that can waste valuable time and resources.

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TRENDS



WARC WEBINAR: TOP 10 TECH AND MEDIA TRENDS FOR 2016

(Wed, 27 Jan at 3pm GMT)

Dan Calladine looks ahead and discusses the technologies that will most influence brands in 2016, from competing ecosystems to artificial intelligence. Registration is open to all, so feel free to share with the rest of your team.

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