Digital Latest™
The Leading Global Digital Marketing Platforms
Share Latest Features & Best Brand Examples
For Maximizing ROI & Customer Engagement

Barcelona Tech City, June 5-6th 2019

Senior management from the leading global digital marketing platforms share their latest features, best use case creative examples, & how to optimize each to efficiently achieve brand objectives. Attendees will learn how to better utilize each platform to engage & resonate with consumers, increase sales & ROI.

Wednesday June 5th

Michelle Greenwald, Forbes writer, CEO of Inventours and DigitalLatest will provide welcome remarks and explain the genesis and objectives of the DigitalLatest conference. She'll share challenges all companies are having globally, keeping up with the pace of digital marketing changes and how brands are prioritizing platforms and adapting content to best utilize the unique capabilities of each.

Miquel Martí, CEO of Barcelona Tech City will speak about the tech hub's importance to the start-up community ecosystem and economy of the city and region, and how this exciting center and facilitator of innovation has grown and continues to evolve.

Derick Wiesner, European Digital Agency & Channel Leader at IBM Watson will share how in today's data, digital and disruptive AI world brands still don't understand who their customers are. Derick will share how with recent advances in AI tools and technology, brands are better understanding their target consumers and what meaningful experiences are to them.
Max Rivera, Global Partnerships Lead for LATAM & the EU at Snap Inc. will share Snap’s vision of the power of augmented reality, the trends and technology propelling augmented reality advertising forward, and how brands are using it with Snapchat to reach consumers in engaging, impactful new ways.

Amaia Navas, IMS Internet Media Services Country Manager Iberia & Italy will talk about new digital marketing technology trends across platforms including in-platform social shopping, live streaming video games and advertising, and extended reality.

Jaume Portell, Founder of Beabloo, will share advances in digital signage in-store and outdoors, that better capture customer attention and engage them. He’ll explain how digital signage can increasingly be customized based on prior purchase behavior, demographics and location, and integrated with other consumer data to deliver a better omni-channel experience. Jaume will share how advances in digital signage effectiveness analytics can guide more meaningful content at the individual level.

Lila Pla Alemany, Global AR/VR/Visual Search and Brand Strategy Global Lead at Google will share how Google is helping brands utilize new technologies across their platforms to find meaningful ways to engage and resonate with consumers. She’ll provide inspirational examples of how global brands are experimenting and winning with these exciting, highly experiential new tools.

Luis Marques Defoin, Google Branding & Innovation Lead in Spain and Portugal will share the latest ways brands are using Google Search, YouTube and Google’s Gif platform, Tenor, to create bonds with consumers, provide authentic branded content and move them along the purchase journey.
La Caixa Bank will sponsor the DigitaLatest™ Conference Cocktail Reception from 18:00 – 20:00 on Wednesday evening June 5th. It will be a great opportunity for attendees to meet each other, share experiences, and get to know some of the speakers.

**Thursday June 6th**

9:15 – 10:15 AM

**Pere Quintana**, CMO of Adsmurai, will share how leading global brands are utilizing social networks as profit drivers in new revenue roles, beyond advertising and inspiration. He'll share examples how brands are selecting the best platforms to achieve their strategies and adapting creative messaging for each platform. In 2019 The Financial Times named Adsmurai the 3rd Fastest Growing Advertising Company in Europe.

10:15 – 11:15 AM

**David Alonso**, Enterprise Business Director at Samsung Spain will discuss the impact the latest advances in mobile, AR functionality, connected TV, 4K, HDR, OLED and Samsung Gear VR technology will have on how brands are advertised and marketed.

**Coffee Break**

11:45 AM – 12:45 PM

**Carlos Cantu**, Director of EMEA Business Marketing will share the latest features of Twitter and best use case examples of how brands are using the platform in creative ways to achieve their strategic objectives.

**Lunch Break**
Marcos Dominguez, Partnerships Manager of Pinterest Spain, will discuss creative ways brands are using new Pinterest technologies, including Pinterest Lens for discovery, and why Pinterest continues to be the social media platform with the highest rate of click through to purchase. He’ll share how Pinterest AI is being used as a predictive social shopping research tool in exciting new brand partnerships and programs.

Nacho Sanchez, founder of Inqbarna, one of the top global app development firms will discuss the future of apps and the exploding areas of voice and visual apps. He’ll share best use case examples of how brands are creating meaningful apps that consumers will want to download and make part of their lives, and how the newer app technologies can help brands differentiate themselves.

Khartoon Weiss, Global Head of Verticals at Spotify will share Spotify's clever, beloved, personalized data advertising campaign, some of the win/win partnerships they are doing with a wide range of brands to add customer value, and how the platform is being utilized as a research tool using predictive analytics for brands like Starbucks, to correlate music taste with expected coffee flavor preferences.

Please note the agenda is subject to change, as is inevitable, given how far in advance it has been planned. Any changes we are forced to make, will at a minimum maintain, or on the upside, improve the quality and integrity of the program.

Ticket price: €750. Tickets are transferable.
For group discounts contact info@digitalatest.com.
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