



The Programme Board of **IAB Forum 2023** announces a call for papers for the next edition of the most prominent conference on the online industry in Poland. This time the event will take place on **May 30 and 31, 2023** in Warsaw.

This year's theme of IAB Forum is:

### **2023 says: Call! What strategy for “interesting times”?**

Recent years have seen waves of events causing significant changes in the world. Living and working in the new normal has become a challenge — but certainly not the last we'll have to face in the near future. The perspective of economic recession and growing unemployment, the cost of operations or the low consumption rate are just some of the factors that affect business and the industry in general. The war taking place right next door, so to speak, is an additional concern.

This is yet another test for the marketing, communications, creative industries as well as for the creators of tools for the digital world. We've learned to cope with change and transformation on steroids. The industry's growth has accelerated, digital spending has surpassed TV, and hybrid work has opened up a range of new opportunities.

In 2023, let's say it out loud: call! We'll see if we have become resilient enough in the areas of business, strategy, technology, media, interpersonal relations in recent years — and if we are managing this energy the right way. We'll talk honestly about what has turned out to be a typical hype or a catchy buzzword, and what has actually brought long-term change, had a positive impact on business, and helps the online industry grow. About what we think will work in these “interesting times”.

This is all the more important because we all ask ourselves the same questions: Which strategies work in business? Which areas are the foundation of today's development? Do we keep business alive or strive for growth? Who bears the cost of change? Is the industry ready? Has digital reached maturity yet? Is the marketer mature enough to cope with the dynamics of change?

Should we increase marketing activity? Should we focus on survival or development? Should we nurture loyalty or perhaps actively look for prospects? Which online channels make the industry grow? How to optimise media spending? Do we go back to our roots or experiment?

Is omnichannel harmful or helpful? How do you keep activities and operations consistent? What approach to communication works? What should we convey in communication? Can we speak of a return to classic marketing strategies and digital fatigue? TV reinvented? Can everything be moved to the online world?

How do you fight for attention in the digital environment? How to maintain brand authenticity? How to address the changing expectations of customers? What is the condition of democracy

in society? Can we speak of stratification of society or an emergence of new social classes? How do we make marketing sustainable?

Is the pressure to grow without increasing consumption real? Is ESG a choice or a must? How big is the scale of greenwashing in the industry? Are the existing technological solutions appropriate to the changes taking place? What do we need from technology? Automation or “carbon-based” assets? What about industry security in the new era?

Who is the leader for “interesting times”? Relationship versus loyalty. Can we speak of an employee’s market in the industry? Work quality — at home versus in the office. A loyal employee — meaning? Employer forcing employees to work from the office or one with a flexible approach? Team relationships built only online or rather in person? How to address the issue of employee well-being?

**We would like you to provide us with a submission addressing one of the following seven areas of the marketing industry.** Let’s take a closer look at the commonly used or ready-to-use strategies for functioning in “interesting times”. Let’s bust the myths and focus on what really works. Let’s show what drives the marketing (online?) industry and its creators and let’s consider the direction in which it will evolve.

#### **Call: Market**

Strategies for external factors.

#security #decoupling #deflation #digital extension #fragmentation #implosion of the industry #inflation #investment #consolidation #media #responsibility-advertising-quality #omnichannel social media #return to offline #strategies for interesting times #growth vs retention

#### **Call: Consumer**

Strategies for changing consumer behaviour.

#balance #security #deflation-attention-audience #digital fatigue #directive omnibus #generations #inflation #democracy #migrations #social media omnichannel #return to offline #privacy #resolution #choices

#### **Call: Brand**

Strategies for resilience to change.

#safety #brand safety #maturity #global vs local #long term #pitstop #purpose #reflection #short term #survival #survival #keeping business alive or striving for growth

#### **Call: Performance**

Strategies for business success.

#balance #fragmentation #innovation #investment #financial crisis #ROI optimization #cost optimization #return to offline #pragmatism #consideration #reflection #keeping business alive or striving for growth #growth vs retention

#### **Call: ESG**

Strategies for sustainable growth and marketing.

#dehype #maturity #acting for good #energy #eco convenience #green washing #corporate governance #source for good #carbon footprint of media #sustainable marketing #sustainable advertising #sustainability

### **Call: Leadership**

Strategies for organisations and teams.

#balance #work dynamics #maturity #effectiveness #empathy #generations #inspiration #SWAT unit #motivation #networking #new leadership #generational needs #pragmatism #reflection #tools #interpersonal relationships #working style #survival #keeping business alive or striving for growth #cooperation #trust

### **Call: Trends**

What's making a comeback and why, and what will surprise us.

#attention #authenticity #dehype #digital extention #fragmentation #gaming #google #hyperpersonalization #metaversum #new content #NFT #accountability-advertising-quality #post-party cookie #return-to-offline #privacy #reflection #resilience #reconsideration #technology #web 3.0

### **Submission procedure, application selection schedule, terms of delivering presentations:**

1. You can send your submissions **by February 6 of the current year**. Submissions can be sent through a special online form -> [link to the form](#)
2. Only submissions sent using a correctly filled out official submission form for IAB Forum 2023 will be taken into consideration.
3. The content of the submission may not be a copy of the content of the brief.
4. The expected duration of the presentation to be delivered at the conference is 20 minutes.
5. The Programme Board/IAB Poland may request that the submissions be specified more precisely.
6. Speakers are required to work with the Programme Board on the final form of the presentation. Speakers will be required to present/make the final version of the presentation available within a deadline set by the Programme Board.
7. IAB Poland/the Programme Board will publish the list of speakers by 08.05.2023 at the latest.
8. IAB Poland/the Programme Board will prepare a list of substitute speakers who will be able to deliver their presentations if the speakers selected at the first stage fail to keep the set deadlines and to abide by the principles of preparing the presentation.
9. IAB Poland/the Programme Board reserve the right to remove a presentation from the conference agenda if it contains offensive, imitative, self-promotional or sales content.
10. The presentations will be made available to conference participants. By submitting a presentation, the speaker gives their consent to have the presented material made available to others and to have the content of their speech recorded, and grants IAB Poland the right to disseminate the presented content.

11. By submitting a presentation, the speaker gives their consent to have their name, surname, photos, and the provided bio-note published. The speaker gives their consent also to undertake jointly agreed marketing activities for IAB Forum.
12. The speaker will receive a pass issued to their name from IAB Poland, granting them the right to fully participate in IAB Forum 2023.

**Share your experience and knowledge — speak at IAB Forum 2023**

All marketing and online industry experts wishing to speak at IAB Forum 2023 are encouraged to submit their speech proposals by February 6.

The speech proposals for IAB Forum 2023 should be submitted in the form of a filled out official submission form.

Submission of speech proposals is free of charge.