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Hi Jill,

Will you be at Advertising Week in New York next week? We hope so! This year, Experian Marketing Services has a lot going on—and we can't wait to share!

First things first, we're hosting two informative sessions we know you're going to love.

In our Monday morning session [So Much Data, So Little Time](#), we'll be looking at the data challenges facing brands today and discussing how best to securely manage and use this data within a Customer Data Platform to create stronger consumer connections. Panelists include our very own Christine Frohlich, Vice President of Product Management, along with executives from PlacelQ, IRI Worldwide, and TrueData.

Following in the afternoon is our session, [The TV Business is a Data Business – Now Things Get Interesting](#). Here, we'll talk about how the proliferation of TV viewing options has been a boon for consumers, but how it's presented multiple challenges for advertisers—and how those challenges have encouraged advertisers to get smarter about how they reach their audiences across platforms. Brad Danaher, Experian Marketing Services' Director of TV Solutions, and Walt Horstman, Senior Vice President and General Manager of Data and Advertising for TiVo, will be sharing their insights, and best practices from brands who are using TV effectively.

Additionally, Aimee Irwin, our Vice President of Strategy, will be participating in the [ROI By Location panel](#) on Thursday afternoon. Panelists include executives from DPAA, Xaxis Media Group, and Vistar Media.

We hope to see you there!

Sincerely,
Experian Marketing Services



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