aop PUBLISHING
TECH TALK

In association with
Google

26-27 SEPTEMBER & 3-4 OCTOBER

Publishing Tech Talk 2023 will ensure AOP publisher members are fully briefed and able to leverage available tech solutions to grow audiences, revenues, and drive their businesses forward. Taking place over two weeks, Publishing Tech Talk will present events, hosted round table discussions, newsletters, and two downloadable special Reports providing a summary of the key discussions and additional content to inspire and inform.

WEEK ONE: DATA
Identity, privacy, data management, audience targeting, data funnels, audience measurement, data matching...

Tuesday 26th September	Wednesday 27th September	Thursday 28th September
Charlotte Street Hotel, London W1	Charlotte Street Hotel, London W1	
		Publishing Tech Talk Report:
9am - 12.45pm | TechTalk Live	**9am - 12.45pm | TechTalk Live**	• Key Takeaways from the previous two days
A morning session for up to 75 attendees, including publisher and expert presentations and panel discussions	A morning session for up to 75 attendees, including publisher and expert presentations and panel discussions	• Ask the Associates article[s] on related topic[s]
		• Ask the Publishers article[s] on related topic[s]
		• Lead interview
1pm - 2.30pm | Hosted Round Table	**1pm - 2.30pm | Hosted Round Table**	• Sponsored articles
A working lunch, Chatham House discussion for you and six publisher attendees	A working lunch, Chatham House discussion for you and six publisher attendees	**Publishing Tech Talk Newsletter:**
[Max room capacity of 12-15 attendees**]**	[Max room capacity of 12-15 attendees**]**	• Headline takeaways from the previous two days
		• Opportunity to download the Tech Talk Report
		• Related reading linking to Associates members' content

WEEK TWO: PRODUCT
UX, video, audio, ecommerce, mobile, apps, gaming, AI tools for editorial...

Tuesday 3rd October	Wednesday 4th October	Thursday 5th October
Charlotte Street Hotel, London W1	Charlotte Street Hotel, London W1	
		Publishing Tech Talk Report:
9am - 12.45pm | TechTalk Live	**9am - 12.45pm | TechTalk Live**	• Key Takeaways from the previous two days
A morning session for up to 75 attendees, including publisher and expert presentations and panel discussions	A morning session for up to 75 attendees, including publisher and expert presentations and panel discussions	• Ask the Associates article[s] on related topic[s]
		• Ask the Publishers article[s] on related topic[s]
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[Max room capacity of 12-15 attendees**]**	[Max room capacity of 12-15 attendees**]**	• Headline takeaways from the previous two days
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@ukaop
#AOPTechTalk

Join Publishing Tech Talk 2023 to network with digital publishers and showcase your expertise. Here are just a few of the ways you can partner with the event...

Opportunities offered for all Associate Members [benefits of membership]
- Provide contributions to the Ask the Associates Articles included in our special Publishing Tech Talk reports, promoted through the newsletter and social channels
- Provide Publishing Tech Talk topic-related content for your Profile page on the AOP website, which will be promoted in the Publishing Tech Talk newsletter
- One ticket for each Tech Talk session

Raise your profile, demonstrate your thought-leadership, promote your innovative solutions....

TechTalk Host:
All your Associate Member benefits plus exclusive sponsorship of one of the TechTalk sessions, which provides:
- Branding on the Publishing Tech Talk agenda as a TechTalk Partner
- Opportunity to provide a panellist OR a 15-minute presentation as part of the editorial TechTalk session
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report
- Two additional tickets to each TechTalk session

Round Table Host:
All your Associate Member benefits plus ...
- Opportunity to host a 60-minute round table discussion session with a working lunch for a small group of publisher guests
- Your Round Table promoted as part of the overall PTT agenda
- Targeted invitations sent to publishers you would most like to attend
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report
- Opportunity to upgrade this session to a hosted Lunch Roundtable – additional costs to cover catering
- One additional ticket to each TechTalk session

Innovation Partnership:
All your Associate Member benefits plus ...
- Opportunity to provide a five-minute elevator pitch for a new innovation or tech solution as part of the agenda of a TechTalk session
- Your presentation promoted as part of the agenda for the TechTalk session
- Opportunity to provide an article or one-page advertisement in the relevant Publishing Tech Talk Report
- One additional ticket to the TechTalk session in which you are participating

Interested in being involved?

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