IAB Hungary presents:

Harnessing – a practical approach

IAB Global Summit - 3rd October, 2012

What do we use?

- **Access**
  - Websites and people – the information is out there!
  - Global studies
  - Pan-European projects
  - Regional projects
  - Layouts, logos and templates

What do we use?

- **Knowledge sharing**
  - Global Summit
  - Annual IAB EU meeting
  - 4x IAB CEE meetings
  - EU (US) Taskforces/workgroups
  - Events
  - Guidelines for regulatory issues
  - Audience measurement, IASH, ABC

Goals

- **To be aware of (non-English) value in the IAB network**
- **Involve <u>everybody</u> from the network**
- **To be able to have regular meetings**
  - Both formal and informal
  - Global Summit / Interact / annual Webex?
  - Usable follow-up for non-participants

http://organisedcastle.wordpress.com/2011/12/15/caring-sharing/

endre@iab.hu

@EndreSomogyi