

# IBM Watson Advertising

presents

## Back to the Future with Blockchain

Remember the good ol' days when the media buying process was clear, transparent and simple?

Thanks to blockchain those days are back on the horizon. Join IBM Watson Advertising and a panel of experts across the media buying supply chain for a candid conversation about how they are using blockchain technology to tackle challenges such as ad fraud, measurement and reconciliation.

Hear about the benefits that these early adopters are reaping along with practical advice for how to apply this technology to your own business.

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Moderated by:

**Jordan Bitterman**

VP, Sales & Strategy, IBM Watson & Cloud Platform

Thought Leaders:

**Isaac Lidsky** | President & Founder, Underscore CLT, a MediaMath company

**Will Luttrell** | Founder & CEO, Amino Payments

**Babs Rangaiah** | Executive Partner, Global Marketing, IBM iX

**Carrie Seifer** | VP & CRO, IBM Watson Advertising

**And Special Guests**

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**Tuesday, June 19**

**4:00 PM - 6:00 PM**

**Content & Cocktails**

11 Square Mérimée,  
Cannes, France

**RESERVE YOUR SPOT**



Space is limited.

This event is open to the public  
and the invitation is transferable.

