



The Programme Board of **IAB FORUM 2022** 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 **June 8 and 9, 2022** in Warsaw.

This year's theme of IAB Forum is:

Transformation on steroids. Digital versus pandemic 1:0.

When the pandemic reached our offices, companies, families, and local schools, cinemas, and shopping centres, we all began counting down the days until its end. At the same time, many companies took the plunge into rapid digital transformation. Brands immersed in the digital world intensified their online sales, taking e-commerce to unprecedented levels, leapfrogging even several years of steady-pace development. On the other hand, traditional, conservative businesses learned that there was no brick-and-mortar sales paradigm. Many companies and brands found their way into the digital domain. A virus – an idea that had always had negative connotations in the online industry – acted actually like a growth hormone.

The duration of the COVID-19 pandemic can be now measured in years – two years, to be more precise, but the end of it seems to be nowhere in sight (so far). However, we can already see how coronavirus has changed the online world. We posit that the last two years in the digital industry have been marked by a transformation on steroids, so to speak. By a growth and a change in thinking, which would have probably happened anyway, but there's no doubt that there has been a huge leap in the overall development of the online industry. The share of e-commerce in commerce in general has finally crossed the magic threshold of 10%. E-commerce is becoming a medium in itself. New patterns of consumption have materialised before our very own eyes. VOD services (both subscription-based and ad-funded) have experienced an unexpected boost in both the number of viewers and the revenue figures. Similar changes tend to occur in most parts of the digital world. And going to the doctor doesn't always mean we have to be physically present in a medical facility. Without waiting for the pandemic to end, the digital domain has become a place that is not only immune to COVID, but is actually winning that battle. For now, the score is 1-0.

However, as people who hold marketing especially dear, we should not settle for such an analysis. The growth has been paid for with hard work, research, experimentation, trial and error, risk taking, putting the fates of many companies on the line. Today, we want to talk about all of these lessons the pandemic has taught us – regardless of their message. We want to raise some questions and juxtapose different points of view anew. It's hard to predict what skills will be in demand in our industry in the future. What we do know is that not learning and not growing is not an option. Digital skills and services are sought after, there's a demand for professionals, and attracting new talent is a challenge in the current market. Most importantly, organisations will need to feed their teams with new ideas and energy in 2022 – that's why we'd like to invite you to speak at this year's IAB Forum.

Also, there are more and more questions and dilemmas that every marketer is and will be facing on a daily basis. They often oppose each other. And they are often mutually contradictory. But sometimes they can complement each other and translate into long-term business success when combined. What some will find optimal will not always be effective for others. Let's talk about the challenges and choices we had to face. Let's share what we put our money on, what worked out for us, and what might have been done differently.

We'd like to break our discussion down into a few themes/areas that we consider crucial for the digital industry. We've put them against each other with the aim to bring different points of view to light. So...?

1. Inspiration versus buzzwords

Where to look for inspiration? In or outside of the industry? What to look for when searching for answers? Who did you look up to? Who inspired you? What gadgets did work and which of them made working in the pandemic only harder? What is an actual innovation? What changes have you made? What innovations have come out victorious from the clash with reality? What is currently a "nice-to-have" and what is a must-have? What technologies are now the ones to go for? How do you evaluate innovation? How to implement it? Do we really have time for trends / gadgets? Has the pandemic enhanced our creativity? How to inspire creativity in the world of Zoom and Teams?

2. Image versus performance

What works in uncertain times? What purchase models, what media? Is it a time to sell as quickly as possible, or should we rather focus now on building an image of a responsible business? Are we ready for a *cookieless* world? Do we have to choose between image boosting and efficiency? How to select trustworthy and reliable influencers? How to hold them accountable for their work? Which campaigns and brands did we talk about in the last year? Is it better to play it safe or be more daring in these times? Is creativity and algorithms a love/hate relationship?

3. Results versus responsibility

Where does the responsibility of marketers, technology providers, publishers or agencies begin and end? Do we accept the widespread sharing of data, the dynamic spread of fake news, and online hate in the name of the bottom line? Where does business responsibility start? Does sustainable growth translate into better sales? Have we won the war on ad fraud? How do social changes affect communications in advertising and building brand experience?

4. The war for talent – agile versus proven methods

What motivates people to work hard during the pandemic? How to be a true leader in the world of the new normal? Do we still believe in the idea of *work-life balance*? What changes have you made to support people in your organisation? Has agile become common? Are we facing a great resignation, or is it already here? How do you attract and retain real talent? How to be original and authentic while everyone talks about "being in it together"? Overwork and burnout – whose problem is it? The employee's or the organization's?

5. Consumer versus reality

How has the COVID consumer changed? Are they the same person as two years ago? What are their new needs and expectations? And what implications does this have for brands? What do they want to watch? How do they want to interact with brands (and do they even want to in the first place)? Have we as an industry risen up to the challenge of making it easier for them?

6. Local market versus global market

What's your opinion about digitalization in Poland compared to other markets? How did Polish companies manage the pandemic? Who did better – small organizations or giants? What do you think of the clash between Allegro and Amazon? What is the condition of the Polish media? How has commerce changed? Has it changed for good? Do we look for reliable information in the Polish media or rather in foreign media?

We're looking forward to receiving your presentations addressing the following topics:

#innovations #digitaltransformation #technologyvshumanism #digitalexclusion #digitalstrategyfirst #firstdigital #ecommerce #cookieless #performance #PMP #digitaldilemma #image #investments #hatespeech #leadership #censorship #resourcesmanagement #equality #cybersecurity #responsibility #quality #transparency #gadgetry #confusion #mentalhealth #CSR #NFT #algorithms #inclusion #diversity #consument #digitalcentric #smallvsbig #contra #effectiveness #newnormal #adfraud #worklifebalance #livecommerce #fakenews #influencermarketing #livestreaming #greatresignation #SCAM #creativity #contentquality #burnout #talents #sustainability

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

1. You can send your submissions by 9 February of the current year. Submissions need to be sent through form: <https://forms.gle/7ifWu3ErextbjEgJ9>
2. Only submissions sent through provided form for IAB Forum 2022 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 one conference presentation 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 6 May 2022 at the latest.
8. IAB Poland/the Programme Board will make 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 receives a personal ticket from IAB Poland entitling the speaker to full participation in the IAB 2022 Forum.