

## Master Class Behavioral Targeting as Marketing Approach: Theory, Practice and Challenges

Organized by the UT / [Faculty BMS](#) (Digital Marketing Lab / Departments [ESIM](#) and [CS](#)),  
the UT Department Marketing and Communications ([M&C](#)) and the  
European Institute of Innovation and Technology ([EIT Digital](#))

Date: October 2, 2017

Location: Erlenmeyer room, Gallery building. UT Campus

### Program

09:00 - 09:30	Welcome of participants with coffee	Gallery, Erlenmeyer room
09:30 – 10:00	Opening and welcome to participants	<b>Dr. E. Constantinides</b> , Assistant Professor Digital Marketing (UT)
10:00 – 11:00	Behavioral Targeting Approaches: The Marketing Agency Perspective	<b>Mr. Willem Berings</b> and <b>Mr. Felix Geeraths</b> <a href="#">Social.Inc (Amsterdam)</a>
11:00 – 12:00	Behavioral Advertising Research Agenda The Academic Perspective. Based on the <a href="#">Research Paper</a> on Behavioral <b>Advertising</b>	<b>Dr. Sophie Boerman</b> , Assistant Professor of Persuasive Communication, <b>Amsterdam School of Communication Research, UvA</b>
12:00 – 12:30	AI / Deep learning as predictor of conversion Based on his Master Thesis	<b>Mr. Rutger Ruizendaal</b> , UT / CS
12:30 – 13:30	Lunch break	
13:30 – 14:15	Measuring Advertising Effects: The UT M&C Approach	<b>Mr. Floris Metzner</b> Marketing & Communication UT
14:15 – 15:00	Behavioral Targeting in Practice The Field Perspective	<b>Mr. Marc Zinck</b> CEO <a href="#">Subasta de Ocio (Spain)</a>
15:00 – 15:15	Coffee Break	
15:15 – 15:45	GDPR: the new privacy EU law. Effects on Behavioral Targeting	<b>Ms. Anke Kuik</b> , COO & Co-Founder FAKTOR (Amsterdam)
15:45 – 16:45	Wrap-up and Panel Discussion: Behavioral Targeting: Practice, Opportunities and Ethics	Mr. Willem Berings, Mr. Marc Zinck, Mr. Floris Metzner, Dr. Sophie Boerman, Ms. Anke Kuik Coordinator: <b>Dr. Sjoerd de Vries</b>
16:45 – 17:30	Closing with drinks	

Registration at: [www.utwente.nl/behavioral-targeting](http://www.utwente.nl/behavioral-targeting) Attendance is free, the available places are limited