

# Online advertising leaders tackle the big issues at AdMonsters OPS 2014 in London

Submitted by: Rising Media Ltd

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London UK , 28 March 2014 Rising Media producers of the AdMonsters Ops Conference, today announced details of this year's London event, which takes place on 29 April at Grand Connaught Rooms, Covent Garden, London. Please see full details on our website [www.admonstersops.co.uk](http://www.admonstersops.co.uk)

For those of you who have been part of an AdMonsters' conference in the past, OPS is what you've come to expect from AdMonsters: a unique forum focused exclusively on those who live and breathe ad operations. OPS will open up the conversation to everyone in the industry who wants to leverage operations for increased profitability.

First and foremost, OPS is about online ad operations and technology. The agenda will be driven by this focus. OPS will build on AdMonsters' unique model that emphasizes personal interaction amongst attendees. At an AdMonsters' conference, delegates are not just thrown into a room with hundreds of strangers – we offer attendees specific tools and methods to connect with and learn from their peers. Finally, OPS is about results – tangible, practical, and pragmatic solutions and best practices that can be implemented immediately.

This years event is open to anyone who seeks to understand how Ad Operations can transform revenue into profit. While other AdMonsters' events may have limitations on who can register, OPS is an open door event. The day will focus on the exchange of ideas, experiences, peer-certified best practice recommendations, emerging opportunities, and expert led sessions covering an array of ad ops and technology topics. Typical attendees are senior managers, directors or vice presidents and have over five years experience in the industry.

Business leaders know that operations is a competitive differentiator. OPS will deliver a deep understanding of the critical technologies, tools, methods and practices that will enable you to turn online ad operations into a source of greater profit.

The agenda for OPS will include:

- keynotes from industry visionaries
- smaller highly focused topic led sessions
- sponsored sessions hosted by leading technology and service providers in the industry
- networking breakfast and luncheon
- the OPS Wrap Party to close the day

Due to exceptional demand, attendance will be limited to two people per company.

For more information go to <http://admonstersops.co.uk> or contact [sringsell@risingmedia.com](mailto:sringsell@risingmedia.com)

About Rising Media

Rising Media is a specialised media company excelling in the production of business technology-related

conferences and exhibitions. Rising Media currently produces events including eMetrics Summit, Conversion Conference, Predictive Analytics World, Building Business Capability, Search Marketing Expo, DemandCon, Affiliate Management Days, Web Effectiveness Conference, Social Gambling and Gaming Summit, Local Social Summit, Allfacebook Marketing, AdMonsters in the US, Canada, UK, France, Germany, Sweden and Australia. See [www.risingmedia.com](http://www.risingmedia.com) for more info.

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