

Date: December 15<sup>th</sup> 2014

**I-COM Global Summit San Sebastian 2015:**  
***Smart Data: The Value Driven Approach***

*April 27-30<sup>th</sup> 2015, San Sebastian, Spain*



Building on the success of Seville, I-COM will take its next Global Summit to beautiful San Sebastian, Spain. Nestled on the Bay of Biscay, next to the French border, San Sebastian is a world famous Foodie mecca featuring its Pintxo (tapas) bars, Gastronomic Societies, Cider Farms and the highest density of Michelin star restaurants.

The I-COM Global Summit is the world's leading Data & Measurement Strategy event, where the Data Elite gather from around the world to learn, network / trade and lead. It's a unique opportunity to explore the latest opportunities to achieve business advantage from Marketing Data & Measurement.

With the theme of Smart Data, I-COM held in April a highly successful 5th edition of our Global Summit in Seville, Spain with delegates from 40 countries. Top brands like Citibank, Clorox, Coca-cola, Desigual, Emirates Airlines, GlaxoSmithKline, Hewlett-Packard, Johnson & Johnson, JPMorgan Chase, Kellogg's, Kimberly-Clark, LEGO, L'Oréal, Mass Mutual Financial Group, Mars, Mastercard, Microsoft, Mondelez, Nokia, Panasonic, Pernod Ricard, P&G, Standard Chartered Bank, Starwood Hotels, Target and Virgin Atlantic Airways participated.

**The Summit has several different events:**

The I-COM Global Summit is comprised of the following event segments, all held at the same venues, the five star deluxe Starwood [Maria Cristina Hotel](#) and the adjacent [Victoria Eugenia Theatre](#).

- Roundtables are open or private meetings on a specific topic which bring together a group of professionals wanting to benchmark and collaborate internationally.

- Data Creativity Awards – Awarding companies and individuals with extraordinary contributions to Digital Data & Measurement.
- Data Venture Challenge – Competition of the world's top-class startups in the domain of Big Data.
- Data Science Hackathon - Showcasing Organisations and their Young Millennial talent from around the world about how they are leveraging value by employing Data Science.
- Global Summit Conference - Brings together Digital Data champions to discuss, discover and share trends in the Digital Marketing and Big Data industry.
- Emerging Market Regions Forum explores common challenges in Digital Data & Measurement in the emerging markets: Asia Pacific, Central & Eastern Europe, Ibero-America, Middle East and Africa.

If you would like to present, kindly respond to our [Call-for-Speakers](#).

### **About I-COM**

I-COM is a Global trade body exploring opportunities to achieve business advantage via Marketing Data & Measurement. There are around 100 associations from 40 countries representing marketers, agencies and media owners who support I-COM.

I-COM is grateful for the support of our Sponsors: **The Unilever Foundry, GfK, comScore, MediaMath, Krux, Integral Ad Science, The Trade Desk, Telmar, The NDP Group, Signal, Quantcast and Mediaquark.**

The best way to stay informed about updates from the Global Summit HQ is to visit our web site [www.i-com.org](http://www.i-com.org), signup for our newsletter and follow us on Twitter @icomglobal, [LinkedIn](#) and [Facebook](#).

For further information please contact me via email.

Regards,

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