



## Modern Marketing Summit 2017 Frequently Asked Questions

### 1. What is Modern Marketing Summits?

Modern Marketing Summit is the leading program forum for media and digital innovation. Founded in 2009, MMS is the largest event series of its kind in the world, where an average of 75% of the audience are brands, agencies and premium publishers.

### 2. Is Modern Marketing Summit for me?

2016 was the tipping point. Mobile ad revenues overtook digital display for the first time as programmatic, personalisation and geo-targeting fuelled growth alongside the spike in mobile consumption.

MMS is here to kick-start your mobile drive. Featuring a mix of lively keynotes, in-depth brand case studies, one-to-one meetups, deep dive workshops and the legendary al fresco Street Food Social garden party, you'll discover the people, innovations, failures and successes to help you win more love on the small screen.

### 3. How can I attend?

If you are a buy-side senior brand marketer, agency executive or premium publisher you will need to request your invitation to attend the event (subject to approval). If you are in a sell-side role, technology provider or vendor you will need to purchase a pass.

### 4. How are tickets delivered?

Following the completion of your registration and payment, you will receive an email confirmation having unique reference code and barcode – this is your E-Ticket and entry to the event. You must bring this E-Ticket to the event, either on your smartphone, or by printing it off. Each E-Ticket can only be used once, and it is your responsibility to protect your ticket and barcode.

Copyright © 2017, Comexposium UK Ltd. All rights reserved.  
Address: 5th Floor, Aldgate Tower, 2 Leaman Street, E1 8FA, London, UK  
Phone: +44 (0)208 004 3278 | Email: [attend@modernmarketingsummit.uk](mailto:attend@modernmarketingsummit.uk)



## 5. What to do if I didn't receive, or I lost, my E-Ticket?

Each E-Ticket can only be used once, and it is your responsibility to protect your ticket and barcode. If you did not receive your E-Ticket, or you would like it re-sent, please contact Elena Quacquarelli at <mailto:elena.quacquarelli@comexposium.com> or phone +44 208 004 3282.

## 6. Can I make a group booking?

For group size more than 5 please contact Thomas Navard at [thomas.navard@comexposium.com](mailto:thomas.navard@comexposium.com) or call at +44 208 004 3284.

## 7. Can I transfer my pass?

Yes – substitutions will gladly be accepted 4 weeks prior to the event, subject to written consent from the original registrant. All substitutions must be submitted to Elena Quacquarelli at [elena.quacquarelli@comexposium.com](mailto:elena.quacquarelli@comexposium.com). Please note, passes cannot be transferred or swapped between different people during the event (6 July 2017), unless previously arranged.

## 8. What currency are prices in?

GBP only.

## 9. Any other questions?

If you have a question regarding a new or existing registration, please do not hesitate to [contact us](#).