

IAB SA partners with Accenture Interactive

[IAB SA](#) has announced its partnership with digital agency network [Accenture Interactive](#) for the third annual [IAB Digital Summit](#) on 16 March at The Galleria in Sandton.



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Accenture Interactive is a prominent new player and innovator in the digital space, and its vote of confidence illustrates the growing influence of the summit in driving digital conversation and the power of digital to achieve notable strategic results.

In addition to the Diamond partnership with Accenture Interactive, IAB SA will also enjoy the support of some of SA's corporate heavyweights, including DStv, Gumtree and Old Mutual, which have signed as Platinum partners. Unilever, Tripadvisor and Vodacom will partner as Gold partners.

IAB CEO Josephine Buys says, "We are proud to partner with Accenture Interactive, and are thrilled at the possibilities this partnership, as well as those with our Gold and Platinum partners, opens for us. The local digital industry is driven, agile and highly responsive to the complexities of the South African market. Each partner is a testament to how far the IAB has come and a vehicle to move us forward as we continue to promote and support digital innovation in our country."

Accenture Interactive has disrupted the digital landscape with its diverse offering of service and experience design, marketing, content and commerce capabilities. Combined with the depth of IAB's knowledge and breadth of its influence in digital, a partnership between the two will have a major impact on driving digital conversations. Accenture Interactive's

commitment to the diamond partnership has enabled summit ticket prices to remain the same and for the event to be scaled to reach up to 650 people.

“People want simple, helpful and personalised experiences available to them in their moment of need,” says Gareth Murphy, Accenture Interactive lead. “Brands and organisations across the world are prioritising improved customer, employee and citizen experiences powered by digital ecosystems. However, consumers’ expectations are a moving target, and many companies, despite significant efforts, find it increasingly challenging to stay abreast or even catch up. At Accenture Interactive, we are excited to be part of the IAB Digital Summit and look forward to engaging with the industry’s digital leaders on how brands and organisations can lead with digital to create and deliver services that come to life and experiences that delight.”

The IAB Digital Summit and Bookmark Awards will be held on 16 March at The Galleria in Sandton from 9am until 3pm. Early bird tickets are available until 10 February at R1,690, after which standard, non-member tickets will cost R1,950. It's R1,090 for both the awards and after party, which on its own is R450. Tickets are available on experienceit.co.za.

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