

7 key take-outs from FIPP ME&A

1. Mobile is 'literally everything'

2. Native ads = a huge opportunity

3. Events = legitimate revenue stream

4. Print still matters

5. Creativity drives business results

6. Culture holds the key to successful transformation

7. The Middle East & Africa is open for business

Join FIPP ...

What	When	Where
Digital Innovation	20-22 March 2016	Berlin
Digital Innovation	17-22 April 2016	San Francisco & Los Angeles
FIPP London	10-11 May 2016	London
London Media Tour	23-25 May 2016	London
New York Media Tour	12-14 October	New York
FIPP Asia-Pacific	27-28 September 2016	Singapore

Pre-agenda
bookings until
this Sunday!

Visit FIPP.com for more on these, FIPP membership and industry news and views

FIPP.com | [@FIPPworld](https://twitter.com/FIPPworld)





Thank you!

[FIPP.com](https://www.FIPP.com) | [@FIPPworld](https://twitter.com/FIPPworld)

FIPP