

The return of Simply Publisher: the training event for Digital Publishers

Key topics of the event include content quality, innovative formats, social channels and successful digital publishing startups

Florence, 2 April 2014 - Simply Adv, the DADA Group's digital communication platform including its own international advertising network of more than 3,000 publishers, is holding the third edition of **Simply Publisher** tomorrow at the Auditorium of the Cassa di Risparmio di Firenze in Florence (via F. Portinari, 5r). The event offers the opportunity for those involved in the world of digital publishing and advertising in Italy to meet and network.

The now established Simply Publisher event offers an opportunity for discussion and training that has been specifically designed for the Italian digital publisher. The **digital world**, and all its various technology, from PC to tablet to mobile, is a growing reality and an online presence is increasingly seen as a natural development for Italian SMEs and professionals looking to increasing business, also via the Internet. In this scenario, being online with your own website also signifies **becoming a digital publisher**, thus making it worthwhile to acquire the necessary skills with regard to technology, content and format, as well as gain a better understanding of the opportunities and innovations the industry has to offer. Simply Publisher's aim is to respond to this need for training.

Expressly created from an educational perspective, the **morning** presentations by **H-ART** and **Xaxis** show publishers how they can monetise their websites through the insertion of online advertising, using innovative formats which can also be accessed through a variety of mobile devices and the social channels. They will also be taking a look at the quantity and the quality of online traffic.

In the afternoon, the focus will be on a round table discussion proposed by the **Digital Publishers Association** and moderated by **Layla Pavone**, a pioneer in the world of digital advertising world - currently CEO of Isobar Communications Italy and Honorary President of IAB Italy, during which several successful digital publishing start-ups will compare and recount their experiences.

The event will conclude with an analysis of the relationship between the large publishers, media centres and technology, which will be presented by **ItaliaOnline**, **Simply Adv** and **Vivaki**.

For further information:

www.simply.com

www.dada.eu

Simply.com

Simply Adv (DADA Group) is a brand by DADA S.p.A.; listed on the STAR segment of the Italian Stock Exchange, DADA is a European leader in professional online services.

Simply is a digital communication platform with its own advertising Network of more than 3,000 international publishers which allows advertisers to efficiently plan their advertising campaigns offering several solutions that perfectly balance investments and brand visibility.

With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe.

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