

# tech248<sup>®</sup>

## Plan to Attend the **September MeetUp**

TOPIC: *Advertising Technology (Ad Tech):  
Yesterday, Today and Tomorrow*

THUR **19** SEPT  
3 - 5 p.m.

**Incubizo / Search Optics Campus**  
1938 Burdette | Ferndale MI 48220



### REGISTER TODAY

Cost: Free | Advance Registration Required  
Registration Closes 9 a.m. September 17, 2019

[AdvantageOakland.EventBrite.com](http://AdvantageOakland.EventBrite.com)

## Agenda

- 3:00 p.m. **Arrival & Networking**
- 3:15 p.m. **Welcome & Opening Remarks**  
Greg Doyle, *Tech248*
- 3:20 p.m. **Speaker Introduction**  
Mike Jacobs, *President & CEO*
- 3:25 p.m. **Advertising Technology (Ad Tech):  
Yesterday, Today and Tomorrow**  
Christian Fuller, *Chief Relationships Officer, Search Optics*  
Dave Cox, *President, Search Optics*
- 3:40 p.m. **Networking**
- 5:00 p.m. **Wrap Up**

### Questions? Contact

Sandra O'Connell, *Oakland County*  
[oconnells@oakgov.com](mailto:oconnells@oakgov.com)  
(248) 858-7647



@AdvantageOak  
#Tech248

Be the first to know about future  
MeetUps by joining the Tech248  
Network at: [Tech248.com](http://Tech248.com)

No Solicitation Policy: We are looking forward to seeing you at the upcoming Tech248 event for which you have registered. Tech248 events are intended to provide an atmosphere conducive to social networking, knowledge sharing, camaraderie, and thought leadership. Tech248 events are considered a "safe zone" for all participants who attend therefore, Tech248 maintains a policy that prohibits active or passive solicitation of its attendees. We kindly ask that you respect our policy, our members, and our guests so this event and future events will be enjoyed by all.

Produced with the support of the Oakland County Board of Commissioners.



DAVID COULTER  
OAKLAND COUNTY EXECUTIVE

## What is the Tech248 Initiative?

Tech248 is a networking initiative for Oakland County's 2,000+ tech companies, focused on:

**Talent**-supporting your efforts to attract, develop and retain talent

**Connectivity**-connecting Oakland County tech companies to each other

**Branding**-promoting Oakland County as an innovation hub nationally and globally

## MeetUps

Tech248 MeetUps are:

- Tech focused
- Inclusive of all tech companies
- Held in a variety of cool spaces within Oakland County
- Connecting youth to the tech industry
- Encouraging networking and collaboration
- Providing brief tech updates
- Solicitation free

**NETWORK**  
Connect with potential  
IT/Tech partners, suppliers  
and customers.



## TALENT RESOURCE

Tech248 companies in Oakland County have a dedicated talent resource to help you:

- ✓ Find Talent
- ✓ Retain and Upgrade Your Current Talent
- ✓ Build Your Talent Pipeline

Join the network at:  
**TECH248.COM**

Oakland County  
MICHIGAN  
**WORKS!**

**Contact:** Sarah Kropinski  
Oakland County Michigan Works!  
[skropinski@troy.k12.mi.us](mailto:skropinski@troy.k12.mi.us)  
(248) 823-5112