

Channel 4 and iCrossing speaking at IAB Engage 2008

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We've been invited to share our [Channel 4](#) story with hundreds of brand advertisers attending this year's [IAB Engage 2008](#) conference on 12th November in London.

Matt Locke, Commissioning Editor at [Channel 4 Education](#) will take the stage with [Antony Mayfield](#) and [Jason Ryan](#) to talk about how we helped Channel 4 measure online audience engagement with recent projects. These include their new online game [Bow Street Runner](#) and [Disarming Britain](#), a series produced to raise public awareness of the increasing gun and knife crime in the UK.

We join a great line up of speakers from Yahoo, Orange, Bebo and Sky. Going on previous years (check out Antony and others speaking at [last years IAB Engage](#)), the IAB guys and girls do a top job at producing an conference that leaves you with lots to think about and a sneak preview in to the future. It's free for advertisers so [book now](#) and we'll see you there?

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