

Welcome to The DBC Industry Calendar®

The only searchable database of every event and award in the advertising, marketing and insights industries, designed to help make your event a success and enable you to find the events and awards you are most interested in.

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All the Industry Events and Awards in One Place

The comprehensive source to find and list events for the advertising, marketing adtech and insights industries

MON
01

In-Person May 01 - May 04 Hosted by iab Brand Marketing, Content Marketing, Digital
2023 IAB NewFronts
New York, NY
IAB Newfronts is the world's largest digital content marketplace – committed to the creation of valuable partnerships between brands and native digital content. This can't-miss-it event will offer media...
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MON
01

In-Person May 01 - May 01 Hosted by Humble Bloom Brand Marketing, Cannabis
Womxn Session: Entrepreneurship + Leadership
New York, NY
WOMXN SESSION Spend May Day aka International Workers Day in the Moxy LES' Factory Loft as a part of a woman + non-binary community focused on entrepreneurship exploring cannabis industry realities...
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MON
01

Virtual May 01 - May 01 Hosted by Adweek
What to Say to Get Your Way

YOUR TOOL FOR EVENTS

Organize and coordinate your event strategy to determine the best dates for your hosted events.



Prevent overlap with other industry events



Guide strategies for sponsorship and speaking opportunities



Inform sales engagement strategy



Optimize event attendance

Case Study

A comprehensive marketing event calendar that makes it easier for users to search and engage with events that best meet users' needs.

The Client's Story

Being the leading advisory service firm, this client assists in event coordination and planning by developing an event calendar for industries like Advertising, Marketing, and Adtech. It aims to minimize conflicting dates and simplify engagement with events in their best interests.

Client Challenges

With a strong focus on remarkable growth, the client wanted a dynamic event listing with an auto email intimation to improve its visual format and speed up the data loading process. The intelligence team worked and deployed an event calendar with features like adding pagination, arranging the events in an organized manner, and configuring and uploading payment details on AWS.

The Results We Delivered

01

**Event
Display**

Delivered a calendar that displays events filtered by date, subject, and type.

02

Registration

Added functionalities like User Registration and Subscription Module.

03

**Payment Gateway
Integration**

Integrated a payment gateway on the website with AWS configuration.

04

**Built
Website**

Built the website to manage events, ads, and advertisement submissions dynamically.

05

**Add
Validations**

Added validation to filter and verify events once customers purchase subscriptions.

Technologies We Used



CodeIgniter



JavaScript



CSS

