

Clickky's Mobile Beach Conference 2016 Became the Hottest and the Largest Mobile Marketing Event in Eastern Europe

On May 28-29, Clickky hosted the largest mobile marketing event in Eastern Europe: the [Mobile Beach Conference 2016](#) (MBC2016).

The conference registered 596 mobile marketing professionals, 215 companies (from 17 countries) and 37 speakers. MBC2016 had two separate tracks of content. As for the speakers, MBC2016 gathered representatives from the leading global companies from the fields of marketing, analytics, mobile advertising and mobile development. It was the first time the conference in Eastern Europe gathered so many speakers of such a level.

The highlight of the first conference day was Mario Valle's speech. The Business Development Director for Emerging Markets at EA Studio shared his thoughts about the mobile industry in growing economies, and explained why emerging markets will lead the next wave of tech innovation.

On the second day, Igor Magazinik (ex-CTO and co-founder of Viber) held a question and answer session about raising a startup in the global market. Juriy Gursky (vice president at Mail.ru and investor at MSQRD) talked about the role of going viral for app promotion.

The Mobile Beach Awards 2016 were presented for achievements in mobile marketing. The winners were:

- Best Mobile Marketing Agency: Moburst
- Best Mobile Monetization Platform: Appodeal
- Best Mobile Network: Tapgerine

But MBC2016 was not a regular formal conference. It was a beach event held in one of Odessa's best beach hotels, the Maristella Marine Residence. There were several beach parties, as well as the UEFA broadcast in the evening. Even the rain on the first day couldn't sway the good mood of participants.

The second day of the conference ended with the Mobile Princess finals, a unique beauty contest in which the hottest girl in the mobile industry was chosen. The Mobile Princess 2016 winners have been published on the conference website.

The Mobile Beach Conference will be even hotter next year. We anticipate more than 1000 participants, with 4 tracks of content and 60+ speakers.

For more information, check the [MBC website](#).

The MBC speakers' presentations are available at [Clickky's Slideshare](#).

The photos from the conference have been posted on the [MBC Facebook page](#).

Clickky, a global mobile marketing company, holds the Mobile Beach Conference. In 2016, Clickky ranked #11 in the Inc. 5000 Europe ranking and made to TOP-5 among marketing and advertising companies.