

# PromaxBDA Announces Neville Brody as Creative Keynote for 2014 Europe Conference

## Adds a Bevy of Additional Speakers to Confab Lineup

**LONDON - 15 January 2014** - Continuing to enlighten, empower and elevate the professional standings of its members, PromaxBDA has announced that internationally renowned designer, typographer, art director and brand strategist, Neville Brody, will deliver the creative keynote for its 2014 Europe conference, slated for 24-25 March at London's Park Plaza Westminster Bridge Hotel.

Neville Brody is one of most influential graphic designers in the world and founded his creative firm, Brody Associates, on three core disciplines - digital, typography and identity. During his PromaxBDA Europe keynote session, he will discuss his early beginnings experimenting with what was to become a new visual language combining visual and architectural elements, to later putting these ideas into practice setting new global precedents for digital, typography and identity.

<sup>3</sup>Regarded as one of the most original, innovative and influential design visionaries of his generation, we are honored to have Neville Brody as our creative keynote for this year<sup>1</sup>s conference,<sup>2</sup> and said Jill Lindeman, General Manager for PromaxBDA. <sup>3</sup>He is a creative legend who will inspire our attendees with his perspective, experience and insight and we are thrilled that he will be joining us on our stage."

The two day PromaxBDA Europe Conference is Europe's largest gathering for entertainment media marketing, design and promotion professionals. Themed <sup>3</sup>Mind the Gap,<sup>2</sup> the 2014 conference will be packed full of informative and inspiring sessions and a complete immersion into critical trends and topics needed to stay relevant in today's fast changing marketing environment.

Brody will also join an esteemed group of newly added speakers for this year<sup>1</sup>s conference that include:

- Dan Biddle, Head of TV broadcast partnership in UK, Twitter
- Marco Giusti, Vice President - International Creative, NBCUniversal International Television
- Federico Gaggio, VP Brand & Creative and Executive Creative Director, Discovery Networks Western Europe
- John Preston, Director, Creative Services and Planning, Nickelodeon UK/Ireland
- Patrick Burgoyne, Editor, Creative Review
- Tamás Hermecz, Head of Creative Services, Chello Central Europe
- Dean Stockton, Senior Creative Director of Chellomedia Group
- Alan James, Director, James & Wilkinson Media
- Jo Wilkinson, Director, James & Wilkinson Media

*Editor's Note: Please find complete bios for all speakers pasted below. To download headshot photos, please visit*[\*http://tinyurl.com/l6wwvyp\*](http://tinyurl.com/l6wwvyp).

Along with today's announcement, previously announced guest speakers at the 2014 conference will include Nicola Mendelsohn, Vice President of Facebook EMEA, Dennis Hodges, Founder and Creative Catalyst for New Perspective and Adam Scott Creative Officer for FreeState.

Additional keynotes, speakers as well as the full 2014 PromaxBDA Europe Conference schedule will be announced in the coming weeks.

#### **About PromaxBDA**

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

#### **About PromaxBDA Europe Conference**

The PromaxBDA Europe Conference is Europe's largest gathering of marketing, promotion and design professionals in TV and entertainment media. The two day event offers attendees premium lectures, hands-on workshops and provides an inspiring environment where creative leaders of the broadcast and entertainment industry can learn about the latest developments in technologies, trends and topics critical to their business. The conference culminates each year with the announcement of the PromaxBDA Europe Awards to honour the very best in promotion, marketing and design.

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#### **Neville Brody**

**Designer, Typographer, Art Director and Brand Strategist - Brody Associates** Neville Brody, head of Brody Associates, is an internationally renowned graphic designer, typographer, art director and brand strategist, working across digital, print and environmental media. Brody's insight, methodology and appetite for pushing creative boundaries and pursuit of excellence inform every aspect of the studio's work. Brody works alongside associates in all the studio's commercial projects, guiding the teams strategically and creatively, advising clients and inspiring the wider creative community. He also lectures and publishes on design worldwide, and contributes to a wide range of cultural and educational activities. He is currently a Professor, and Dean of the School of Communication at the RCA in London, and was President of D&AD in 2013. Clients include the BBC, The Times of London, Samsung, Dior, Issey Miyake, Converse and Supreme.

**Dan Biddle Head of Broadcast Partnerships - Twitter, UK** Dan Biddle, head of broadcast partnerships in the United Kingdom for Twitter, works closely with broadcasters and production companies to effectively use the Twitter platform to bring audiences closer to the shows they love. Before joining Twitter in 2012, Biddle was editorial lead for social media at BBC Vision. Biddle can be found @danbiddle on Twitter.

#### **Marco Giusti**

#### **Vice President, International Creative - NBCUniversal International Television**

Marco Giusti leads the creative evolution of UNI's portfolio of channels, across all international territories including: Universal Channel, Syfy, 13th Street, E!, etc. The role also includes leadership of the LA-based On-Air team for E! Entertainment Television, The Style Network and Telemundo (Africa).

#### **Federico Gaggio**

**VP Brand & Creative and Executive Creative Director - Discovery Networks Western Europe**

As vice president and executive creative director, Federico Gaggio leads the marketing, digital, and creative teams across Discovery's Western European markets. Gaggio works with Discovery's corporate and regional leadership teams to inform brand, content, marketing, and digital strategy and focuses on engaging viewers.

**John Preston****Director, Creative Services and Planning - Nickelodeon UK / Ireland**

Jon Preston is Director of Creative Services & Planning for Nickelodeon UK & Ireland, responsible for the creative output and direction of all four of Nickelodeon UK's on air brands. Jon has been with Nickelodeon for over a decade working in a variety of creative roles across the UK and international emerging markets. In 2011 Preston took the role of Director of Creative Services & Planning, helping to shape the current creative look and feel for the on air channels and leading the Nickelodeon UK creative team to achieve a multitude of Promax nominations and award wins.

**Patrick Burgoyne****Editor - Creative Review**

Patrick Burgoyne has been the editor of *Creative Review* magazine since 1999. He is also the author of several books on design and visual culture and has written for many publications, including *The Independent*, *Scotland on Sunday*, *Arena* and *La Repubblica*.

**Tamás Hermecz****Head of Creative Services - Chello Central Europe**

Born in 1974, Tamas has a degree in set design (1996) and worked in the movie industry for 2 years, did some project in theatres as well, but turned into Television in 1998. After working for CME's TV3 in Hungary for 2 year, Tamas moved to London to be a writer producer for the MTG group. 3 years later he moved back with his family to Hungary for a brief project with TV2, and immediately after that joined SPTE for the regional launch of AXN as Regional On Air Director in 2003. Building the team and launching the AXN brand into the region was a great challenge and tons of experience, and after 5 years it was time to move on for some more. In 2008 Tamas joined Chello Central Europe as Head of Creative Services, to oversee 11 brands and 28 feeds, rebranding nearly the whole portfolio and creating exciting new looks for most of the flagship brands. Tamas is married with a daughter, an avid guitar player, and a semi-professional poker player, just if the media would not be exciting enough already.

**Dean Stockton****Senior Director - Creative Chellomedia**

Dean Stockton, senior creative director at Chellomedia (international content division of Liberty Global plc), promotes the importance of creative excellence by leading creative strategy, including group channel brand strategy and the application of the Chellomedia brand in marketing, communications, video, and online channels. Before becoming senior director of creative, Stockton was senior director of production at Chellomedia, director of television at WRCTV, and head of television at ITV Digital, among others. Stockton has been the recipient of numerous awards, in addition to an Emmy nomination in 2007.

**Alan James****Director - James&Wilkinson Media**

Alan James has more than 25 years of experience in media, encompassing advertising as broadcast buying director of Ogilvy & Mather and in broadcast as the BBC's first head of media planning. In 2011, in recognition of the lack of robust on-air media planning strategy and its implementation amongst broadcasters, and the growing demand for this promotional planning expertise, James and Jo Wilkinson founded James&Wilkinson

Media, which works with broadcasters around the globe to improve the effectiveness of their on-air marketing.

**Jo Wilkinson**

**Director - James&Wilkinson Media**

Over her 18-year media career in media planning, Jo Wilkinson has worked at the BBC, Sky, Red Bee Media and Havas advertising group. She has an extensive knowledge of how to develop effective on-air promotional strategies and manage and implement effective campaigns. In 2011, in response to the growing demand for promotional planning expertise, Wilkinson and Alan James founded James&Wilkinson Media, which works with broadcasters around the world to improve the effectiveness of their on-air and digital marketing.

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