



PromaxBDA Europe conference announces first sessions and speakers.

13th December 2012, Paris – PromaxBDA announces first sessions and speakers of the 2013 European edition in Paris. The annual conference initiated by the PromaxBDA Association is a gathering of marketing, promotion and design community of TV and entertainment media industry and takes place on 11 & 12 March 2013 at the exclusive Marriott Rive Gauche hotel.

Following the announcement of their innovation keynote speaker, David Shing, Digital Prophet from AOL, Europe's largest gathering of marketing, promotion and design professionals confirmed three new sessions involving key international speakers. The two-day-long conference, themed *Renaissance*, offers high-level lectures, workshops, debates and dialogues.

The four newly confirmed sessions include:

10 WAYS TO DEVELOP CREATIVE TALENT with Charlie Mawer, Executive Creative Director of Red Bee Media

BETTER TOGETHER: WHY MARKETERS AND CREATIVES SHOULD HUG MORE with Tim Hughes, On-Air Marketing Director and Robin Garnett, Creative Director at Discovery Networks Central Creative Agency.

DEAD OR ALIVE, A RELEVANT DESIGN APPROACH BASED ON CONTENT AND EMOTION with Lieven Van Overbeke, Creative Director, VTM and Bernard Brechet, Creative Director and Partner, Gédéon.

IF ONLY I KNEW THE BASICS OF MEDIA PLANNING with Alan James and Jo Wilkinson, Directors of James & Wilkinson Media is confirmed for the Promo Bootcamp part of the conference. The Promo Boot Camp track, new in the 2013 programme, gives the opportunity to provide fundamentals of creative promo making, alongside the inspiration, information and innovation that the conference is known for.

Jonathan Block-Verk, President and CEO of PromaxBDA International said:

'The session development for this year began from the feedback we heard from attendees last year. We are pleased to confirm these new sessions and speakers as we continue to build out the 2013 Europe Conference schedule'.

Honouring the very best in promotion, marketing and design, the conference culminates with the announcement of the PromaxBDA Europe Awards Winners on the evening of the 12th March. This year competition entries are open for two more final weeks and will close on **December 21, 2012**.

2013 PromaxBDA Europe Awards – LAST CALL

Honouring the very best in promotion, marketing and design, the conference culminates with the announcement of the PromaxBDA Europe Awards' winners. The deadline for awards entries is 21 of December 2012. Please go to <http://www.promaxbda.org/awards/current-awards/promaxbda-europe-awards-2013> for more information.

Membership starts at €225 and the early registration price of €695 is available now for this member only conference. For more information, to become a member and/or register for PromaxBDA Europe go here:<http://www.promaxbda.org/events/current-events/2013-promaxbda-conference-europe>

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More about four new sessions:

10 WAYS TO DEVELOP CREATIVE TALENT

Charlie Mawer, Executive Creative Director of Red Bee Media

This session will offer practical guidance for anyone running a creative department in broadcasting. His main focus will be how to nurture and inspire talent from junior designers to creative directors. In a constantly competitive market where you are only as good as your next idea, and in a year when the motto of the Olympics was "inspire a generation", the Red Bee has been at the forefront of training and developing creatives within broadcast branding and promotion. Charlie Mawer has won countless creative awards and has overseen complex network re-brands and promotional campaigns for a myriad of international broadcasters such as the BBC, UKTV, Virgin Media, Disney, and NBC Universal.

BETTER TOGETHER: WHY MARKETERS AND CREATIVES SHOULD HUG MORE.

Tim Hughes, On-Air Marketing Director - Discovery Networks Central Creative Agency and Robin Garnett, Creative Director - Discovery Networks Central Creative Agency.

In this session-featuring stories, insights and creative work - Discovery's heads of Creative and Marketing will share five secrets to a long-lasting and happy creative partnership.

Rob and Tim create marketing campaigns and brand identities for Discovery in the UK, Europe and beyond, specialized in TV, print and digital creative for consumer and trade markets. Discovery Networks, the award-winning in-house creative agency scooped nearly 100 industry awards, including "In-house Team of the Year" (2011 and 2012 Promax World), Channel of the Year (2011 Promax UK) and Best Channel Marketing (2012 Broadcast Awards). The Discovery in-house agency was named PromaxBDA World Creative Team of the Year in 2011 and Marketing Team of the Year in 2012.

IF ONLY I KNEW THE BASICS OF MEDIA PLANNING

Alan James and Jo Wilkinson, Directors of James & Wilkinson Media

By lining up both of the founders of James&Wilkinson, the conference offers the best input in terms of creative development. James&Wilkinson Media work with broadcasters around the globe to improve the effectiveness of their on-air marketing. Since inception, they have worked with broadcast clients throughout Europe, Asia and Africa, both on strategy consultancy projects and departmental training.

Their session will introduce the Media Planning terminology to the audience. The interactive workshop is designed for all disciplines who have no knowledge of media planning or those that may seek a refresher in this area with the introduction of basic media planning terminology. The fun fully interactive session is a must for all creative, presentation and marketing people who wish to add a little more clout to their on-air discussions, proposals and arguments.

DEAD OR ALIVE, A RELEVANT DESIGN APPROACH BASED ON CONTENT AND EMOTION

Lieven Van Overbeke, Creative Director, VTM and Bernard Brechet, Creative Director and Partner, Gédéon

The relationship between TV and the viewer is evolving from one made up of passive appointments to what is now a fulfilling relationship 24 hours a day. Viewers are partners and friends, consumers and producers of content and the potential of making the most of this relationship for some, can make or break a channel. In an in-depth case study on an innovative approach to channel branding, the team behind the VTM rebrand will show how they reinvigorated a channel and brought their audience to life.

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About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. 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.

You can also follow us on Facebook at PromaxBDA or on Twitter.

For information:

Veronique Cellier, FinchFactor

+33 6 83 82 35 56

veronique@finchfactor.com