



PROMAXBDA ANNOUNCES FIRST SERIES OF SPEAKERS FOR 2013 CONFERENCE IN LOS ANGELES, JUNE 18-20

**Lineup Includes Speakers from Telemundo, AMC, FOX, PBS, CNN, MK12,
loyalkaspar, and more!**

LOS ANGELES, CA – March 28, 2013 - PromaxBDA, the leading global association for promotion, marketing and design professionals in the entertainment industry, today made the first of many speaker announcements for PromaxBDA: The Conference 2013, June 18-20 at the JW Marriott at L.A. LIVE in Los Angeles.

"We are excited to welcome this diverse group of speakers to PromaxBDA: The Conference 2013," said **Jonathan Block-Verk**, president and CEO of PromaxBDA. "These speakers will deliver on our conference theme of "Engage" as they challenge the audience to engage their minds, each other and the future of television marketing, promotion and design."

Initial speaker announcements include:

Jacqueline Hernández
COO
Telemundo Media

Wayne White
Artist

Linda Schupack
EVP, Marketing
AMC

Steven Melnick
SVP, Marketing
20th Century Fox Television

Kevin Mazur
Co-Founder
WireImage

Andrew Cracknell
Writer

Pete Conolly
Executive Creative Director
BDA Creative

Kent Rees
EVP, Marketing, Scheduling &
Operations
Participant Television

Aporva Baxi
Co-Founder
DixonBaxi

Daniel Dörnemann
Creative Director
loyalkaspar

Kirby Ferguson
Writer, Director & Filmmaker

Susan Solano Vila
EVP, Marketing
Telemundo Media

Niels Schuurmans
EVP, Brand Marketing &
Creative
Spike TV

Scot Safon
EVP
CNN Worldwide

Stephen Price
Editor
Stash Magazine

Brad Schwartz
SVP, Programming &
Operations
Fuse

Ben Radatz
Partner, Co-Founder
MK12 Studios

Dan Bragg
VP, Marketing
science

Jim Dreesen
Managing Director, Consumer
Marketing
PBS

Dan Pappalardo
Executive Creative Director &
Founder
Troika

Neil Berkeley
Producer/Director/Writer/Cinematographer

Lee Hunt
Principal
Lee Hunt LLC

Kevin Vitale
VP, Creative & Brand Strategy
IFC

Mark Valentine
Co-Founder & Creative Director
ANATOMY

About PromaxBDA: The Conference 2013

The annual conference is where marketing, promotion and design executives gather as a global community to share ideas, learn the best techniques, develop the right tools, get insight on the latest technologies and be inspired by the brightest of luminaries in the industry. There is no other place for this level of collective thought – at the intersection where creative and strategy, promotion and production, technology and design meet. PromaxBDA: The Conference.

Engage

The theme for this year's conference is "Engage," which embraces what marketers, promotions professionals and designers need to do daily with their programs, their channels, their companies and their careers. The concept is that once a year, the world of entertainment marketing, promotion and design professionals gathers to **engage** minds, **engage** the future and **engage** each other.

PromaxBDA: The Conference 2013 will feature speakers, sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion and design industry. For more information or to attend, please visit promaxbda.org, and for PromaxBDA: The Conference 2013 updates, speaker information and promotions, follow PromaxBDA on Twitter @PromaxBDA and Facebook at facebook.com/PromaxBDA.

The 2013 PromaxBDA Promotion, Marketing and Design Awards, recognizing creativity and excellence in media marketing, will take place on the closing night of The Conference on June 20. The ceremony will provide an exclusive look at the most compelling, innovative, eye-catching and award-winning creative work from around the globe, covering the breadth of the entertainment industry. Finalists are set to be announced on May 8.

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 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.

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