

**FOR IMMEDIATE RELEASE**



**PROMAXBDA ANNOUNCES FIRST SERIES OF SPEAKERS  
FOR 2012 CONFERENCE IN LOS ANGELES ON JUNE 12-14**

**Lineup Includes Speakers from The CW, E! Entertainment,  
PBS, TLC, USA Network, Bluefin Labs,  
GSD&M and Wired**

**LOS ANGELES, CA – March 7, 2012 - PromaxBDA**, the leading global association for promotion, marketing and design professionals in the entertainment industry, today made the first of many speaker announcements for the annual [2012 Conference](#), June 12-14 at the J.W. Marriott at L.A. LIVE in Los Angeles.

**Initial speaker announcements include:**

**Rick Haskins, EVP, Marketing & Digital Programs, The CW**

**Suzanne Kolb, President, E! Entertainment**

**Bruce Mau, Co-Founder, Massive Change Network**

**Chris McCumber, Co-President, USA Network**

**Paula Kerger, President and CEO, PBS**

**Deb Roy, Co-Founder & CEO, Bluefin Labs**

**Amy Winter, General Manager, TLC, Discovery Communications**

**Jonah Lehrer, Contributing Editor, Wired**

**Roy Spence, Chairman & Co-Founder, GSD&M, CEO & Co-Founder, The Purpose Institute**

“We are delighted to welcome this dynamic group of leaders representing broadcasting, cable, digital media and the marketing, promotion and design community to this year’s conference,” said Jonathan Block-Verk, president and CEO of PromaxBDA International. “With our theme for 2012 of ‘*Connecting. Together.*’ the unique perspective these speakers bring to our members will coincide with that message, as they continue to emerge and converge as driving forces in a shifting, rapid-paced industry.”

**About the 2012 Conference**

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. *Connecting. Together.*

The [2012 Conference](#) will feature additional speaker sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion, design industry. PromaxBDA will provide an exclusive look at the most compelling, innovative and eye-catching innovative and creative work from around the globe, covering the breadth of the entertainment industry. The two-and-a-half-day event will culminate with the [2012 PromaxBDA Promotion, Marketing and Design Awards](#) recognizing creativity and excellence, taking place on the closing night, June 14th.

The awards competition is entering the final week and will close on March 15.

For more information, or to attend, please visit [promaxbda.org](#) and for [2012 Conference](#) updates, speaker information and promotions, follow PromaxBDA on Twitter [@PromaxBDA](#) and Facebook at [facebook.com/PromaxBDA](#).

**About PromaxBDA**

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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