

## **PROMAXBDA ANNOUNCES INDUSTRY DEVELOPMENT NEWS, PROGRAM UPDATES & EVENTS FOR STUDENTS, EDUCATORS & MENTORS**

**Los Angeles, CA** – April, 2012 - **PromaxBDA**, the leading global association for marketing, promotion and design professionals in the entertainment industry, today announced its latest industry development news, program updates and events for students, educators and mentors. The organization continues to foster a stronger connection with the entertainment industry and academic community through its *Executive Mentorship, Creative Educators Forum* and *Promo Pathway Programs* and will integrate these initiatives as part of the Game Marketing Summit on April 17 in San Francisco, and the 2012 Conference in Los Angeles, June 12-14. Most recently, PromaxBDA also hosted university screenings and career panel discussions at Bradley University, Bethany Lutheran College, Morehouse College, New York University, Temple University and USC.

“We are extremely proud of these programs that have created new pathways to connect members and entertainment industry partners and help to positively impact and support students, educators and mentors at all stages of their career,” said Jonathan Block-Verk, president and CEO of PromaxBDA. “We have taken our goals of building a stronger industry through mentorship, workforce development, education and diverse talent development and put them into action.”

### **Industry Development initiatives and events:**

#### **Executive Mentorship Program**

This one-year mentorship program is structured around a curriculum designed to help manager- and director-level professionals build out their leadership/career strategy by working closely with a top marketing or creative services executive from a network or agency. This is an industry-wide mentorship program with participating mentors from leading organizations in the community. The national program is set to launch June 11 in Los Angeles, the day before PromaxBDA: The Conference on June 12-14, where the world's most innovative creative, marketers, strategists, designers and thought leaders gather to give you unprecedented insights, business secrets and revolutionary tools to help you access new opportunities for educators and their students.

#### **Creative Educators Forum**

The third annual Creative Educators Forum takes place on June 12 at PromaxBDA: The Conference 2012 in Los Angeles. Educators will have an opportunity to sit down with top industry executives in roundtable discussions to identify the different pathways forward and discuss how the academic community and the media industry can work together to better prepare students for the next generation in the marketing, technology and entertainment industry landscape. Evan Shapiro, President of IFC and Sundance Film Channels and Dawn Rodney, SVP Brand Marketing for National Geographic Society co-chair the Creative Educators Steering Committee of top educators across the country. This year, PromaxBDA will welcome participants and members from the Broadcast Education Association to the Creative Educators Forum. BEA is a professional association of professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. Registrants of the Creative Educators Forum will also receive a pass to PromaxBDA: the Conference, June 12-14.

#### **Promo Pathway Program**

After a successful pilot year, the Promo Pathway program has yielded amazing results. PromaxBDA and its Promo Pathway partners, Santa Monica College and SBCC, celebrated the first graduating class of the Promo Pathway Program in January this year and have since placed students in full time positions and internships within the industry. The workforce development program was designed to fast track a pipeline of creative, underserved talent through a combination of mentorship, internship and intensive collegiate training in short-form writing, creative execution and video editing and production.

#### **University Screenings and Panel Discussion Events:**

PromaxBDA recently hosted independent screening and career panel discussions with students considering a career in the entertainment marketing industry at Bethany Lutheran College, Bradley University, Morehouse College, New York University, Temple University and USC.

### **PromaxBDA Making the Cut Student Competition**

Students have an opportunity to create a promo for The CW hit shows: "The Secret Circle," "Vampire Diaries" or "Supernatural" and enter for a chance to get a free pass to PromaxBDA: The Conference in Los Angeles and a chance to win an internship at The CW Television Network. The final competition deadline is May 9, 2012.

### **Game Marketing Making the Cut Competition**

The creative objective of this competition is to produce, write and edit a game trailer that captures the essence of one of the top-selling video games. The first place winner will have his or her work highlighted on the "Assassin's Creed: Revelations" website and Facebook page as well as Ubisoft's Facebook page. The first place winner will also receive a one-night hotel stay at the Intercontinental Hotel and Resorts and a complimentary registration to the 2012 Game Marketing Summit & Awards in San Francisco on April 17, at the Yerba Buena Center for the Arts and a chance to interview for an internship with a top agency in the industry.

### **PromaxBDA Student Design Competition**

Students can put their best creative forward and compete in the only awards competition that celebrates student creative achievement in electronic media promotion, graphic design and broadcast design/3D animation. The final competition deadline is May 10, 2012.

### **PromaxBDA Event Staff Internship Opportunities**

Applications are available for the PromaxBDA Intern Program. Students in communications, marketing, entertainment design and event management can apply to play an integral role in the on-site production of PromaxBDA: The Conference in Los Angeles, CA June 12-14.

### **PromaxBDA Student Portfolio Night**

Each year at the Conference, PromaxBDA brings ten of the top creative executives to meet with the best creative talent emerging from universities. With only 20 spots available for students, the PromaxBDA Student Portfolio Night is a highly competitive opportunity. Last year, four students were hired as a result of that event.

For more information, competitions, promotions and industry development news, please visit [promaxbda.org](http://promaxbda.org) and follow PromaxBDA on Twitter [@PromaxBDA](https://twitter.com/PromaxBDA) and Facebook at [facebook.com/PromaxBDA](https://facebook.com/PromaxBDA).

### **About PromaxBDA**

PromaxBDA is a membership-driven association for promotion and marketing professionals working in broadcast media. With a combined membership of more than 3,000 companies globally, PromaxBDA is the leading global resource for education, community, creative inspiration and career development for individuals working in marketing, promotion and design for the entertainment/information industry.  
[www.promaxbda.org](http://www.promaxbda.org)

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