

## **C4 CREATIVE CLINIC DRAWS SOLD OUT CROWDS**

### **Debut of Promax|BDA Affair is Gateway to New Series of Marketing Events from Organization**

TORONTO, CANADA -- November 20, 2008 -- The launch of Promax|BDA's C4 Creative Clinic created a packed house as hundreds of industry executives in the world of entertainment marketing, promotion and design gathered for a series of discussions on improving the efficiency of the creative process of their work.

Toronto played host for the premiere for the very first C4 Creative Clinic on Wednesday, and a number of U.S. cities are in line throughout the United States to more of the half-day gatherings in 2009. Those cities will be revealed at a later date. Attendees will benefit from in-depth discussions and presentations that explore the ways that marketing, promotion and design influence the value of media.

"Promax|BDA has been looking to diversify its outreach to better serve the marketing, promotion and design community and the C4 Creative Clinic represents the first of a series of innovations to take place over the next year that will meet those goals," said Jonathan Block-Verk , President of Promax|BDA. "These maneuvers will provide unique skills to build upon their already impressive and innovative work performance. That's good for their employers as well as their careers and provides a taste of what we offer at annual June Conference."

C4 represents the fundamentals of marketing and branding in context, content, connect and create. The event offered inspiring solutions to the challenges of professional development through speakers and networking opportunities.

Among the speakers addressing the crowd at the Diesel Playhouse in Toronto were: Eric Anderson, Executive Creative Director of Digital Kitchen; Lee Hunt, President of Lee Hunt, LLC; Dario Spina , Sr. VP of Integrated Marketing for MTV Networks Entertainment Group; Bob English, Executive Creative Director of nth degree; Dolores Keating-Mallen, VP and Creative Director of Corus Entertainment; and Steven Myklyn, Executive Creative Director of Taxi Toronto and Canada.

Highlights from the clinic included Eric Anderson breaking down the personal trauma he experienced while creating the opening titles for "Dexter", and Lee Hunt dissecting why promotion draws audiences while commercials drive them away.

#### **About Promax|BDA**

Promax|BDA 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. For further information, please visit [www.promaxbda.org](http://www.promaxbda.org).

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