

**FOR IMMEDIATE RELEASE**



## **PROMAXBDA KICKS OFF PROMO BOOTCAMP 2010**

### **Bootcamp to Whip Promo Professionals into Shape with Career Development Event**

**LOS ANGELES, CA – March 30, 2010 –** [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, announced today the launch of Promo Bootcamp 2010, an intensive two-day professional development event scheduled for June 22-23, 2010 in Los Angeles.

Promo Bootcamp 2010 will help promo producers, writers and editors to develop and enhance their technical, creative and cognitive skills critical to success in the fast-paced world of television promotion.

“For years PromaxBDA has served as the leading resource for experienced marketing, promotion and design professionals, and with Promo Bootcamp we are providing career development opportunities to the next generation of marketing leaders,” said Jonathan Block-Verk, President and CEO of PromaxBDA. “This event will provide participants with creative insights, trade secrets and critical skills they need to succeed in the world of promo creation.”

The intensive classes offered include Promo Workflow, Mechanics of Promo Structure, Creative Writing, Power Editing, Directing Voice Talent, Sounds, Music and Licensing, Promo Placement and Traffic, and Fundamentals of Design.

Bootcamp classes will be taught by top industry executives including Drea Besch, Vice President of On-Air Promotions, CNN; Linda Button, Executive Creative Director, Tooth +Nail; Lee Hunt, President, Lee Hunt, LLC; Marilyn Kaas, Managing Director, Tooth +Nail; Graeme Newell, President, 602 Communications; Marice Tobias, Director, Tobias Entertainment Group; and Mark Valentine, President/Creative Director, Anatomy Media.

Bootcamp attendees will also get full access to sessions of PromaxBDA: The Conference 2010 on June 22, 2010, the first day of the Conference, as well as admittance to the PromaxBDA Awards Show. PromaxBDA: The Conference is the world's leading entertainment marketing, promotion and design event. It will take place this year at the L.A. Live entertainment complex in downtown Los Angeles June 22-24. For more information on Promo Bootcamp 2010 and PromaxBDA: The Conference 2010 visit [PromaxBDA.org](#).

#### **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.

#### **Contact:**

Laura Hart

Beck Media & Marketing for MI6

[laura@beckmedia.com](mailto:laura@beckmedia.com)

310-689-7363