



**PROMAXBDA POSTS INSIGHTS FROM DESIGN AWARDS
COMMITTEE ABOUT THE 2011 PROMAXBDA DESIGN AWARDS
AND CALLS FOR FINAL WEEK OF ENTRIES**

PromaxBDA's Design Awards Entry Deadline is March 25

LOS ANGELES - March 22, 2011 –[PromaxBDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, offers insights this week from members of its Design Awards Committee about the [PromaxBDA Design Awards](#) and posts information regarding entries and the final call for submissions deadline of March 25, 2011.

Each day this week, the [PromaxBDA Blog](#) will feature different members of the Design Awards Committee talking about the significance of the design awards and motivations to enter for a chance to take home the gold. On Monday, the Blog featured PromaxBDA Board member and Design Awards Committee Chair Roger Hyde, DIRECTV's VP of creative services and brand integrity. Today Jakob Trollback, executive creative director/president, Trollback + Co. was featured on the blog and Jeff Boortz, creative director, Riot – Atlanta as well as additional PromaxBDA members of the Design Awards Committee will be featured throughout the week.

PromaxBDA will announce the winners of the Design Awards at the 2011 annual conference taking place June 28-30 in New York City. The [2011 Conference](#) will be themed *Fast. Forward.* This theme is meant to exemplify the importance of marketing executives to keep up with the rapid speed at which the industry is shifting and evolving. Attendees, participants, speakers and panelists are comprised of the world's most innovative creative executives, marketers, strategists, designers and thought leaders who gather annually to share unprecedented insights, business secrets and revolutionary new tools.

For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [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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