

PromaxBDA Europe Announces First Set of 2014 Conference Speakers

Trio includes Nicola Mendelsohn, Vice President of Facebook EMEA, Dennis Hodges, Founder and Creative Catalyst for New Perspective and Adam Scott, Creative Officer for FreeState

LONDON – 12 December 2013 – Once again providing its members with an elite lineup of industry visionaries, PromaxBDA Europe is pleased to announce its first round of speakers. The 2014 conference will include Nicola Mendelsohn, Vice President of Facebook EMEA, Dennis Hodges, Founder and Creative Catalyst for New Perspective and Adam Scott Creative Officer for FreeState.

Editor's Note: Please find complete bios for the speakers pasted below. To download high resolution headshot photos, please visit <http://tinyurl.com/jvsqa7r>.

The two day PromaxBDA Europe Conference is Europe's largest gathering for entertainment media marketing, design and promotion professionals. Themed "Mind the Gap," the 2014 conference is slated for 24-25 March 2014 at London's Park Plaza Westminster Bridge Hotel and will be packed full of informative and inspiring sessions and a complete immersion into critical trends and topics needed to stay relevant in today's fast changing marketing environment.

"We are both excited and honored to welcome this all-star cast of creative thinkers to next year's conference," and said Jill Lindeman, General Manager for PromaxBDA. "Nicola Mendelsohn, Dennis Hodges and Adam Scott complement this year's theme perfectly, and are part of a growing lineup of speakers sure to engage and inspire our attendees."

Nicola Mendelsohn joined Facebook in June as its new EMEA Vice President. Previously, she was Executive Chairman and Partner at the advertising agency Karmarama and recently stepped down as the first woman President for the advertising industry trade body, IPA. In 2005, she was featured in Management Today's list of the 'Top 35 Women Under 35' and in May 2011 was named an 'International Woman to Watch' by Advertising Age.

Dennis Hodges continually looks for new ways to approach life as art and helps others look at life and their work differently. As the Founder and Creative Catalyst for New Perspective, he has spent most of his career marketing media companies utilizing a mash-up of things he loves: strategy, creativity and photography. He has led strategic and creative marketing, sales and content initiatives for a number of companies in the entertainment sector over the past 30 years in Europe and the US. Additionally, he is an award-winning photographer and recently launched "Creatalist," a creative thinking application for the iPad.

Adam Scott is the architect, designer and creative force behind FreeState, the award-winning design company responsible for storyboarding some of the world's biggest brands. His singular approach to the art of communication begins, explores and ends with the idea of story. His trade shows and events have garnered FreeState international recognition and his installations and

highly original pieces of sculpture have included Channel 4's much acclaimed Big 4, Virgin Atlantic's Glitterball and Blackpool's Dune Grasses. He is also the recipient of numerous awards including Cannes Design Lions, D&AD commendations and IVCA Gold Awards.

Additional speakers as well as the full PromaxBDA Europe Conference schedule will be announced in the coming weeks.

2014 PromaxBDA Europe Awards – LAST CALL – Honouring the very best in promotion, marketing and design, the conference culminates with the announcement of the PromaxBDA Europe Awards' winners.

The deadline for awards entries is 20th of December 2013.

Please go to: <http://www.promaxbda.org/awards/current-awards/promaxbda-europe-awards-2014> for more information.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

About PromaxBDA Europe Conference

The PromaxBDA Europe Conference is Europe's largest gathering of marketing, promotion and design professionals in TV and entertainment media. The two day event offers attendees premium lectures, hands-on workshops and provides an inspiring environment where creative leaders of the broadcast and entertainment industry can learn about the latest developments in technologies, trends and topics critical to their business. The conference culminates each year with the announcement of the PromaxBDA Europe Awards to honour the very best in promotion, marketing and design.

Media Contact:

Marylou Johnston, MLJ Agency

Email: marylou@mljagency.com; Phone: +33 687 77 49 89

###

Nicola Mendelsohn Biography

Nicola Mendelsohn, vice president of Europe, the Middle East, and Africa operations at Facebook, is responsible for growing the company's advertising revenue and improving relationships with brands. She recently stepped down as president of the IPA and is the only woman to have occupied this position. She has been featured in Management Today's "Top 35 Women Under 35" and was named "International Woman to Watch" by Advertising Age and

“CEW (Cosmetic Executive Women) Achiever of the Year” in 2011.

Dennis Hodges Biography

Award-winning photographer Dennis Hodges has led strategic and creative marketing, sales, and content initiatives for a number of companies in the entertainment sector throughout Europe and the United States for the past 30 years. Before founding New Perspective, Hodges was vice president of marketing, sales, and content strategy at UPC where he led key initiatives throughout Central and Eastern Europe.

Adam Scott Biography

Adam Scott is the co-founder, designer, and creative force behind FreeState—the award-winning design company responsible for storyboarding some of the world’s biggest brands. Whether designing trade shows or crafting something more intimate, Scott’s creative direction represents a new typology of modern storytelling. Scott has been the recipient of numerous awards, in addition to being a judge for the 2013 Cannes Design Lions Festival.

-END-