

LEGO and UEFA extend the 'Renaissance' theme at PromaxBDA Europe conference

February 6 2013, Paris – PromaxBDA Europe announces additional sessions for this year's conference in Paris on March 11 & 12 2013.

Joining the extensive list of esteemed speakers at the conference are LEGO's Lars Silberbauer, Head of Global Social Media, and Stephen Margarito, Head of Brand Marketing at TEAM Marketing (UEFA).

The two day conference is Europe's largest gathering for professionals with a marketing, design and promotion background working in the TV and entertainment media.

Lars Silberbauer presents: **'How blocks, brands and brilliant fans have put LEGO at the forefront of marketing'**, Monday 11 March, 14.00.

Lars is responsible for driving the global social media strategy and executing all major social media initiatives for the LEGO brand. His session will illustrate how LEGO builds upon storytelling and invites users to take part in the creation of the brand. "LEGO owes a lot to its users, they are vital to the success of our brand", he says. "LEGO has grown to be so much more than a regular toy company. Building an active social network and focusing on innovation has been key to LEGO's marketing strategies".

Stephen Margarito presents: **'Bold Branding: The Higher Image of Football'**, Tuesday 12 March, 11.30.

Stephen is the brand architect behind UEFA, one of the most powerful brands in the entertainment industry. "The success of the UEFA Champions League exemplifies the power of ideas and live media", he says. "In my session I will share insights into how visual ideas are developed to build strong brands and share the techniques for inspiring the eventual users of a brand. Whether you are creating brands or using brands this session will hopefully make you think about the art and craft of branding in a new way".

On PromaxBDA Europe's 'Renaissance' theme for this year's conference, he says: "Being from Florence, I've always felt a strong connection to the Renaissance artists, particularly the painter Margarito D'Arezzo. I would like to think I've inherited my appreciation of branding from my fellow countrymen".

For more information on the full conference program:

<http://www.promaxbda.org/events/current-events/2013-promaxbda-conference-europe-details#tab3>

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PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA 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.

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