

promaxbda

PROMAX/BDA CONFERENCE SESSIONS PLAY ON THE POWER OF POP CULTURE AND CURRENT EVENTS

Top Speakers Tapped to Take on Everything from Harnessing the Presidential Election to the Understanding the Net Generation

Los Angeles, CA – June 9, 2008 – Recognizing marketing's intrinsic and powerful relationship with pop culture and current events, Promax/BDA has secured several media luminaries to address such subjects as the presidential election, the evolution of MTV, the Net Generation and music's impact on branding.

With the history-making U.S. presidential election only five months off, FOX News' **Neil Cavuto** moderates an insightful session called ***One State, Two State, Red State, Blue State***, which looks at the innovative ways news and entertainment organizations are covering politics and the upcoming election. From MTV's Rock the Vote campaigns to the independent coverage of IFC and the global perspective of CNN, participants will also discuss the unique tactics they're employing in using their election and political coverage as a springboard to broaden their audience. Panelists include **Scot Safon**, CMO for CNN Worldwide; **Kent Rees**, EVP Marketing for Independent Film Channel; and **Ian Rowe**, SVP Strategic Partnerships and Public Affairs for MTV.

A unique group of individuals who played key roles in the brand building of MTV are the focus of a session entitled ***Influencers of a Generation: MTV*** and hosted by **James Lipton**, creator, writer, executive producer and host of Bravo's *Inside the Actor's Studio*. Just over 20 years ago, this group of young, highly creative people were making promo history breaking new ground in taking MTV from a cool music video channel to the lifestyle brand it is today. Their work was instrumental in defining the landscape of television promotion.

Lipton will guide the audience through enlightening stories and inspiring conversation with **Abby Terkuhle**, former president of MTV Animation and executive producer of such hits as *Aeon Flux*, *Beavis and Butt-Head*, *Daria* and *Celebrity Deathmatch*; writer, director and producer **John Payson** (*Liquid Television*, *Joe's Apartment*, *Icky Flix*); director **Barbara Kanowitz** (Comedy Central's *Pulp Comics*); writer, producer and creator **Glenn Eichler** (*The Colbert Report*, *Beavis and Butt-Head*, *The Maxx*, *Daria*); and **Peter Dougherty**, creative consultant who previously worked with MTV Europe for 11 years, moving up the ranks from producer of on-air campaigns, shorts and series to creative director and SVP of the network.

In ***Measuring Risk & Reward in 2.0 Marketing***, moderator **Philip G. McIntyre**, CEO of the Brand Gallery, takes attendees on a journey through the industry's biggest 2.0 successes and failures to provide insight into the balance of risk and reward in

interactive media. Joining McIntyre is a cavalcade of notables, including **Betsy Morgan**, CEO, *The Huffington Post*; **Dick Glover**, President and CEO, Or Die Networks; **John McCauley**, CMO, CSTV; **Robert Driscoll**, Partner, Davis Wright Tremaine, LLP; **Seth Geiger**, President, SmithGeiger Research Consulting; and **Joan Sykes** of the Pilot Group, LLC.

Finally, **Promax/BDA Idol** hosts a playful demonstration of the incredible impact of music on the Net Generation. In this live competition inspired by television's #1 hit, Promax/BDA invites five leading music studios to create, compose and present an original track to a panel of VIP judges culled from the music, marketing and creative sectors to crown the first Promax/BDA Idol. The lively event will be hosted by **Frank Radice**, EVP of The NBC Agency. A passionate music man himself, Radice has secured the judging services of master music maker **Phil Ramone**; the host of CNBC's *The Big Idea* and chairman of full service advertising agency Deutsch, Inc., **Donny Deutsch**; and NPR's *Bryant Park Project* host **Alison Stewart**.

Said Jonathan Block-Verk, President of Promax/BDA: "This year's Promax/BDA conference is a genuine game-changer. With a focus on driving the business through marketing innovation and thought-leadership, these sessions will both inspire and benefit our membership. And we're honored to welcome such an echelon of marketing, culture and media influencers that are truly taking our content to the next level."

These sessions are just a few of the exciting, inspiring, engaging and informative array of addresses, discussions, case studies and workshops offered at this year's Promax/BDA Conference. For conference updates and to register, visit www.promaxbda.org. Attendees are encouraged to register now (rate of \$995) as the registration fee goes up to \$1,295 at the door.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, visit <http://www.promaxbda.org>.

###

MEDIA RELATIONS:

Kristien Brada-Thompson, Priority Public Relations
Email: kristien@prioritypr.net / Tel: (661) 964-0333