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PROMAXBDA STARTS “PROMAX FOR PROFESSORS”

Association for Entertainment Marketing Creatives Launches Forum for Teachers of Creative Marketing, Advertising, Entertainment and Media Design

Speakers Include “Millennial” Guru Neil Howe and Eric Weiss Presenting Never-Before-Released Findings on Technology in the Classroom

LOS ANGELES, CA – June 17, 2010 – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, is creating the [Creative Educators Forum](#), a professional development event focused on providing the latest tools, skills and innovations to help creative educators at the undergraduate and post-graduate levels meet the challenges posed by today’s rapidly evolving media landscape.

Neil Howe, the renowned historian, economist, and demographer who is widely cited among leading academic journals and who originally coined the term “millennials,” will give attendees critical insights into how to redesign their approach to effectively educate the millennial generation. Howe’s presentation is titled “Managing & Motivating Millennials: An Educator’s Guide to Success.”

The event will also reveal for the first time findings from a global study on how technology is being used in K-12 classrooms. The session is titled, “Technology and the Modern Classroom,” and will be presented by Eric Weiss an independent systems consultant who recently completed the Pollinate Ventures Knowledge Base. He is currently doing tech strategy for Project Lead the Way, a non-profit organization that integrates innovative Science, Technology, Engineering, and Mathematics (STEM) curriculum into middle and high schools throughout the United States.

The half-day professional-development event is scheduled for June 22, 2010 in Los Angeles in conjunction with [PromaxBDA: The Conference 2010](#). The Creative Educators Forum will help entertainment marketing and media instructors to better prepare their students for careers in entertainment media and marketing, and will lead the international conversation about the role marketing plays in the monetization of media. The final session titled, “Preparing Students for Industry Success” will offer attendees a unique opportunity to hear from leading industry executives about their real-world requirements for young talent entering the work force.

“Nothing is more critical to the ongoing success of our industry than the quality, experience and expertise of the creative educators preparing students to enter our workforce,” said Jonathan Block-Verk, President and CEO of PromaxBDA. “PromaxBDA is establishing the Creative Educators Forum to help augment teacher training, develop educator skills and provide ongoing industry context to professors teaching in the advertising, marketing, motion and media design fields.”

The advisory council for The Creative Educators Forum includes distinguished educators from top schools with specialties in the creative fields of marketing, advertising, entertainment and media design including:

Gary Acord, Lead Faculty, Advertising, The Art Institute of California
Janis Andersen, Dean, School of Communications, Emerson College
Jeff Boortz, Professor of Motion Media Design, Savannah College of Art and Design
Rick Boyko, Director of VCU Brandcenter
Brian Boyl, Director of Motion Design, Art Center College of Design
Tom Fielder, Dean College of Communication, Boston University
Debra Hooper, Director and Vice President, Living Arts College, School of Communications Arts
Bill Linsman, Professor and Director, Boston University in Los Angeles
Harry Mott, Chair, Digital Media, OTIS College of Art & Design
Eric Ruggiero, Director, Integrative Media, Wilkes University

“The Creative Educators Forum is an incredible opportunity and will stimulate curricular innovation and energize faculty and professional relationships,” said Janis Andersen, Dean of the School of Communications at Emerson College. “This is an urgently needed event that will benefit students directly as well as the industry at large that these students will one day lead.”

The Forum will be open exclusively to full and part time secondary and post-secondary educators, professors and trainers free of charge if they become academic members of PromaxBDA (\$49) before the conference. As part of the Forum experience, delegates will be welcome to attend the PromaxBDA Conference, Award Shows and peripheral networking events. Academic membership of PromaxBDA includes all regular member benefits including a 12 month subscription to *brief* magazine, delivery of the DailyBrief e-newsletter, and registration on PromaxBDA.org, a vast social network and database of more than 6000 credited creative spots.

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 The Creative Educators Forum 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.

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