

The APA, Contagious and the IPA present:



THE FUTURE OF ADVERTISING ...IN ONE AFTERNOON

Thursday 17 March 2011 12.15pm - 5pm

BAFTA, 195 Piccadilly, London

World-leading digital thinking in one bite sized chunk

New opportunities for advertisers and for the agencies and production companies that work with them are abundant. But how to keep up while remaining on top of the day to day demands of your business?

The answer is brought to you by the APA, Contagious and the IPA. We've invited the best speakers, people at the forefront of the digital revolution, and crammed them all into a single afternoon.

The Future of Advertising... In One Afternoon

provides an opportunity, in one bite size chunk, to fast forward your understanding of the potential of digital media; giving you time to plug world-leading digital thinking into your planning for your business: whether you are in production, an agency, or are an advertiser.

All this at great value - particularly so if you are entitled to the special rate for APA and IPA members and Contagious subscribers!

Price per delegate

£325 plus VAT

APA & IPA members, and Contagious subscribers

£95 plus VAT

To book your place

Please call 020 7434 2651
or email arlinda@a-p-a.net

12.15pm
REGISTRATION

1.00pm
INTRODUCTION

Steve Davies *Chief Executive, APA*

Will Sansom *Writer & Consultant, Contagious Insider*
Co-chairs *THE FUTURE OF ADVERTISING...
IN ONE AFTERNOON.*

1.10pm
**HOW THE UK'S BIGGEST AGENCY HELPS ITS CLIENTS
UTILIZE THE POTENTIAL OF THE DIGITAL WORLD**

Sarah Douglas *Managing Partner, AMV BBDO*

1.30pm
I AM PLAYR

The launch of the stunning new interactive football game where social gaming meets POV interactive storytelling; and its potential for advertisers.

Tom Thirlwall *C.E.O., Bigballs*

Luke Taylor *Founder & Director, Bigballs*

1.50pm
**MAKING FUTURE MAGIC:
A LONDON START-UP'S EXPERIMENTS WITH MEDIA**

Beeker Northam

Executive Strategy Director, Dentsu London

2.10pm
THE TIMES IPAD EDITION

How this brilliant app was created, how it marks the point at which print and audio visual media collide, and what that means for readers and advertisers.

John Hill *Design Editor, The Times*

Hector Arthur *Digital Development Director, The Times*

2.30pm **Coffee Break**

3.00pm
**VOLKSWAGEN TRUE LIFE COSTS -
BEING INTERACTIVE, INTELLIGENT AND INTERESTING**
Simon Richings *Creative Director, Tribal DDB*

3.15pm
REALTIME VISUAL EFFECTS

Pioneering technology that allows the use of CG characters and environments across social, viral and gaming campaigns in realtime.

Simon Whalley *Executive Producer, Framestore*

Mike Woods *Digital Producer, Framestore*

3.30pm
3D PROJECTION EXPERIENTIAL ADVERTISING

Jane Bolton *Managing Director, Picasso Pictures*

Natascha Rooda *Producer, Nuformer*

3.45pm
**ENGAGING AUDIENCES THROUGH
CROSS-MEDIA STORYTELLING**

Tishna Molla *C.O.O. and Producer, Power to the Pixel*

4.00pm
CHANGE OR DIE: COULD ADLAND BE THE NEW DETROIT?

Amelia Torode *Head of Strategy and Innovation, VCCP*

4.20pm
**THE MOST EXCITING OPPORTUNITIES FOR ADVERTISERS
IN 2011 AND BEYOND**

Jess Greenwood *Director, Contagious Insider*

4.45pm
CLOSING REMARKS

Steve Davies *Chief Executive, APA*

APA

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Advertising Producers Association

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