

节目

2007年11月21-22日
上海苏河艺术中心

PROGRAMME

21 - 22 November 2007
Creek Art , Shanghai



2007 年上海伦敦广告论坛

SHANGHAI LONDON ADVERTISING FORUM 2007

APA

Advertising Producers Association

支持机构:



UK
TRADE &
INVESTMENT



伦敦代表

2am Films	Nick Crabb
APA	Steve Davies · Nicki Masterson Lewis More O'Ferrall · John Hackney
Campaign	John Tylee
Dab Hand Media	Luke Beauchamp
Finger Music	John Murrel
Framestore CFC	Abby Orchard · Michael Stanish
Freud Communications	Dave Waters
Great Guns	Miles Johnson
H S I London	Nicola Doring · Sadie Ward
Hotspur and Argyle	Danny Fleet · Theo Delaney
John Spary Associates	Su Ling Wong
Joyrider Films	Spencer Friend
Knucklehead	Tim Katz
Manifesto Films	San Takashima
Marshall Street Editors	Kath Sawzak
MJZ	Debbie Turner
MPC	Louisa Cartwright · Jay Lichtman
Partizan	Madeleine Sanderson · Jordan McGarry Di Redvers · Henry Schofield
Passion Pictures	Andrew Ruhemann
Rokkit	Dan Dickenson
RSA Films	John Payne · Damiano Vukotic
Rushes	Joce Capper · Carl Grinter
Shots	Lyndy Stout
Smoke & Mirrors	Penny Verbe · Belinda Grew
The Sweetshop	Pippa Bhatt
The Mill	Andy Barmer

2007 年上海伦敦广告论坛
2007 年 11 月 21 - 22 日

SHANGHAI LONDON ADVERTISING FORUM 2007
21 - 22 November 2007



欢迎

欢迎来到 2007 年上海伦敦广告论坛！

本论坛的目的是让上海与伦敦的广告界携起手来。

对于来自伦敦的顶级广告制作及后期制作公司的 35 位代表来说，这是了解中国的广告运作及制作流程、了解中国广告机构及广告制作公司对于合作伙伴的要求的一个契机。对于伦敦的代表来说，与中国广告机构及制作公司合作的前景令人兴奋。了解中国的广告制作流程是第一步。

对于中国的广告机构及广告制作公司来说，他们可以借机了解伦敦何以在广告制作方面拥有特殊地位。观看来自嘎纳及 APA 集锦的获奖广告，了解伦敦公司如何在世界各地的拍摄并创造最大价值，以及为何广告精品并不一定意味着高额预算。同时，听取影像界的发言人对于品牌内容/新媒体及视觉效果的观点。

这是来自上海及伦敦的广告业者的美好聚会。

最重要的是，有机会在上海会面并共同学习：这是一个广告、业务及机遇不断发展的城市，并且城市建设的速度惊人。

请于 2007 年 11 月 21 及 22 日光临上海苏河艺术中心，参与这一独特而又自由的学习机会。提供午餐及礼品袋。

论坛由广告业制作人协会组织：

www.a-p-a.net

如欲注册并了解其它最新情况，请电邮 **nicki@a-p-a.net**

Welcome

Welcome to the Shanghai London Advertising Forum 2007!

The purpose of the Forum is to bring the Shanghai and London advertising communities together.

For the 35 delegates from London - from top London production and post-production companies - it is an opportunity to learn how advertising and production work in China and what Chinese agencies and production companies are looking for in their production partners. Working with Chinese agencies and production companies is an exciting prospect for London delegates and understanding how advertising works in China is the first step.

For Chinese agencies and production companies, it is an opportunity to see what makes London special in commercials production. See award winning commercials from Cannes and the APA Collection, see how London companies shoot wherever in the world provides the best value and how great commercials don't have to mean big budgets. Hear too from visionary speakers on branded content/new media and visual effects.

It really is a fantastic line up of presenters from Shanghai and London.

Above all, it is a chance to meet and learn together in Shanghai: a city growing in terms of advertising, business, and opportunity, as well as physically, at an astonishing speed.

So come along to Creek Art, Shanghai, on 21 and 22 November 2007 to take part in this unique- and free- opportunity to learn. Lunch and goody bag provided.

The forum is organised by the Advertising Producers Association:
www.a-p-a.net

To register your interest and for further updates please email **nicki@a-p-a.net**

2007年11月21日星期三

上午

0900 报到 - 茶水/咖啡

0930 APA 行政长官 Steve Davies

介绍：“伦敦能够提供些什么？”是来自英国的发言人将要展开的主题。

0945 Freud Communications 创意总监 Dave Waters

是什么成就了伦敦的特殊地位？伦敦制作公司的顶级导演介绍此论题。

1015 Knucklehead 常务董事 Tim Katz

根植伦敦，放眼世界：伦敦制作公司吸引世界各地的人才，在世界各地进行广告拍摄，以此得到最佳创意结果并赢得最大价值。

1045 休息 - 茶水/咖啡

1100 Lowe China 首席执行官 Kitty Lun

透视中国的广告，Lowe 的精神、作品及其对广告制作的追求。

1130 BBDO China 首席执行官 Carol Potter

透视中国的广告，BBDO 的精神、作品及其对广告制作的追求。

1200 午餐 - 为全体代表及来宾提供简易午餐。

下午

- 1300 Dab Hand Media 常务董事 Luke Beauchamp**
并不需要巨额预算！伦敦的广告制作非常灵活，按出色的创意制作出色的作品，有时预算低得惊人。
- 1330 Partizan 制片人 Henry Scholfield 及 Di Redvers**
广告中的动画：动画的无限潜力使其在广告中越来越受欢迎。我们寻找最佳的动画新品，使其能够为客户带来最大范围的影响。
- 1400 上海 JWT 首席创意官 Yang Yeo**
中国广告中的创意。
- 1430 Bates Asia 执行创意总监 Norman Tan**
透视中国的广告，Bates Asia 的精神、客户及其对广告制作的追求。
- 1500 休息 - 茶水/咖啡**
- 1515 Rushes 制作总监 Carl Grinter**
MPC 制片人 Louisa Cartwright 及 Jay Lichtman
The Mill 伦敦总经理 Andy Barmer
伦敦为何能成为全球视觉效果的中心？
伦敦顶级的后期制作公司介绍如何在广告中取得惊人的效果。
- 1600 Discovery, Ogilvy Discovery China 执行董事 Kunal Sinha**
中国的日常创意。
- 1630 Cheers Films 常委董事 Anthony Tse**
在中国的广告制作及与海外制作伙伴的合作。
- 1700 结束**
-

2007年11月22日星期四

上午

- 0900 APA 行政长官 Steve Davies**
第2日介绍
- 0915 WPP 中国战略部经理 Scott Spirit**
论中国广告市场的规模、潜力以及广告客户、广告机构及制作公司的机遇。
- 0945 上海 Wieden+Kennedy 常务董事 Kel Hook**
透视中国的广告，W+K的精神、作品及其对广告制作的追求。
- 1015 The Viral Factory 常务董事 Matt Smith**
品牌内容及新媒体是广告增长最快的领域。伦敦在上述领域的最新发展。
- 1045 休息 - 茶水/咖啡**
- 1100 JWT 上海高级创意总监 Andy Chan**
透视中国的广告，JWT的精神、作品及其对广告制作的追求。
- 1130 Shots 杂志编辑 Lyndy Stout**
主持与代表小组的问答环节。
- 1200 午餐 - 为全体代表及来宾提供简易午餐。**

下午

- 1300 Interbrand 亚太战略部经理 Jonathan Chajet**
透视中国营销及在华跨国品牌。
- 1330 Smoke&Mirrors 首席执行官 Penny Verbe**
Framestore 制片人 Abby Orchard 及 Michael Stanish
伦敦为何能成为全球视觉效果的中心？
伦敦顶级的后期制作公司介绍如何在广告中取得惊人的效果。
- 1400 21+ 常务董事 Sally Fu**
中国的广告制作及与海外制作伙伴的合作。
- 1430 Red Lounge 执行创意总监 Beresford Mitchell**
ECD 通过所有可口可乐在华广告透视中国的营销及广告。
- 1500 休息 - 茶水/咖啡**
- 1530 Gwansti 常务董事 Ben Zhang**
中国的广告制作及与海外制作伙伴的合作。
- 1600 Passion Pictures 常务董事 Andrew Ruhemann**
虚拟乐队 Gorillaz 的构思、创立以及如何将这一技术用于广告？
- 1645 与伦敦制片人的问答环节**
- 1700 结束**

Wednesday 21 November 2007

Morning

0900 REGISTRATION Tea/Coffee

0930 Steve Davies Chief Executive, APA

Introduction: 'What does London have to offer?' is the theme speakers from the UK will develop.

0945 Dave Waters Creative Director, Freud Communications

What makes London special? An overview on the top directing talent available from London production companies.

1015 Tim Katz Managing Director, Knucklehead

London based but worldwide: London production companies draw talent from around the world and shoot around the world to get the best creative result and best value.

1045 BREAK Tea/Coffee

1100 Kitty Lun Chief Executive Officer, Lowe China

Insights into advertising in China, Lowe's ethos and work and what they look for in production.

1130 Carol Potter Chief Executive Officer, BBDO China

Insights into advertising in China, BBDO's ethos and work and what they look for in production.

1200 LUNCH Buffet lunch provided for all delegates and guests.

Afternoon

- 1300 Luke Beauchamp Managing Director, Dab Hand Media**
It's not about big budgets! London is flexible and produces great work from great ideas and sometimes for surprisingly small budgets.
- 1330 Henry Scholfield and Di Redvers Producers, Partizan**
Animation in Commercials: The limitless potential of animation makes it increasingly popular in commercials. We look at the best new animation and how it maximises impact for advertisers.
- 1400 Yang Yeo Chief Creative Officer, JWT, Shanghai**
Creativity in Chinese Advertising.
- 1430 Norman Tan Executive Creative Director, Bates Asia**
Insights into advertising in China, Bates Asia ethos and clients and what they look for in production.
- 1500 BREAK** Tea/Coffee
- 1515 Carl Grinter Director of Production, Rushes
Louisa Cartwright and Jay Lichtman Producers, MPC
Andy Barmer Managing Director, The Mill London**
Why has London become a world centre for visual effects?
Top London post production companies show how stunning effects on commercials were achieved.
- 1600 Kunal Sinha Executive Director - Discovery, Ogilvy Discovery China**
Everyday Creativity in China.
- 1630 Anthony Tse Managing Director, Cheers Films**
Production in China and working with overseas production partners.
- 1700 CLOSE**
-

Thursday 22 November 2007

Morning

- 0900 Steve Davies Chief Executive, APA**
Introduction to Day 2.
- 0915 Scott Spirit China Strategy Director, WPP**
On the size and potential of the advertising market in China and the opportunities for advertisers, agencies and production companies.
- 0945 Kel Hook Managing Director, Wieden+Kennedy, Shanghai**
Insights into advertising in China, W+K's ethos and work and what they look for in production.
- 1015 Matt Smith Managing Director, The Viral Factory**
Branded Content and New Media are advertising's biggest growth area. What are the latest developments in these areas in London.
- 1045 BREAK** Tea/Coffee
- 1100 Andy Chan Senior Creative Director, JWT Shanghai**
Insights into advertising in China, JWT's ethos and work and what they look for in production.
- 1130 Lyndy Stout Editor, Shots magazine**
Chairs questions and answers with a panel of delegates.
- 1200 LUNCH** Buffet lunch for delegates and guests.

Afternoon

- 1300 Jonathan Chajet Asia-Pacific Strategy Director, Interbrand**
Insights into marketing Chinese and multinational brands in China.
- 1330 Penny Verbe CEO, Smoke&Mirrors**
Abby Orchard and Michael Stanish, Producers, Framestore
Why has London become a world centre for visual effects?
Top London post production companies show how stunning effects on commercials were achieved.
- 1400 Sally Fu Managing Director, 21+**
Production in China and working with overseas production partners.
- 1430 Beresford Mitchell Executive Creative Director, Red Lounge**
Insights into marketing and advertising in China from the ECD for all Coca Cola advertising in China.
- 1500 BREAK Tea/Coffee**
- 1530 Ben Zhang Managing Director, Gwansti**
Production in China and working with overseas production partners.
- 1600 Andrew Ruhemann Managing Director, Passion Pictures**
How were the virtual band Gorillaz conceived and created and how could these techniques be used in commercials?
- 1645 Q&A with producers from London**
- 1700 CLOSE**

地图 Map

苏河艺术中心
光复路 423 号后，
靠近曲阜西路，
上海

Creek Art
Behind 423 Guangfu Road,
near Qu Fu Xi Road,
Shanghai





2007 年上海伦敦广告论坛

上午 9 点至下午 5 点

2007 年 11 月 21 日（星期三）、11 月 22 日（星期四）

苏河艺术中心
光复路 423 号后，
靠近曲阜西路，
上海

活动 - 包括午餐及礼品袋 - 免费。

如欲注册并了解其它最新情况：

请电邮 nicki@a-p-a.net

活动组织：

广告业制作人协会

47 Beak Street, London W1F 9SE

电话 0044 207 434 2651

电邮 nicki@a-p-a.net

www.a-p-a.net

The logo consists of the letters 'A P A' in a white, bold, sans-serif font, centered within a solid purple rectangular background.

Advertising Producers Association