



THE FUTURE OF ADVERTISING ...IN ONE AFTERNOON

Wednesday 8 May 2013 12.15pm - 5.30pm

BAFTA, 195 Piccadilly, London

The best future thinking on advertising, packed into one afternoon

The Future of Advertising... In One Afternoon provides an opportunity to understand the latest developments in technology and communication, and to see the possibilities they create for brands to talk to consumers. For production companies and agencies, understanding those possibilities is essential to providing the best solutions for advertisers' marketing objectives, and for ensuring that they are part of the future of advertising and commercials production.

We have a great line up of speakers to do that, focusing on the most important new developments in technology.

We'll hear how second-screen viewing technology is being utilised to reinforce the viewer's connection with the TV programme they are watching (and the advertising within it), and how the second screen can be used for advertising itself. We'll hear how Twitter creates communities of viewers to the same end, and how ITV has utilised these new possibilities and other initiatives to bring about a resurgence in its fortunes.

Creative thinking for this new era is another highlight, and includes ground breaking work in new communication environments from APA members.

We'll also share our learning from **Creative London Comes To Silicon Valley**, which saw 35 representatives of APA members in Silicon Valley to meet You Tube/Google, Twitter, Netflix, Blinkx et al for a fascinating week of learning.

The best stuff in the shortest time and at great value, that's **The Future of Advertising... In One Afternoon**.

Price per delegate

£325 plus VAT

APA, IPA & Marketing Society members

£110 plus VAT

To book your place

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

12.15pm
REGISTRATION

1.00pm
INTRODUCTION

Steve Davies *Chief Executive, APA*

1.10pm
THE FUTURE OF ADVERTISING... IS NOT ADVERTISING

Duan Evans *Executive Creative Director, AKQA*

1.30pm
**YOU'VE GOT 3 SECONDS –
THE IMPLICATION OF THE MOBILE WORLD**

Bruce Daisley *UK Sales Director, Twitter*

GROUND BREAKING NEW STUFF

1.50pm
**TECHNOLOGIST vs. FILMMAKER:
CREATIVITY ACROSS PLATFORMS**

Chris O'Reilly *Executive Creative Director, Nexus*

2.00pm
**REAL TIME PUPPETEERING –
BRINGING YOUR BRAND TO LIFE**

Neil Riley *VFX Supervisor, Passion Pictures*

2.10pm
WAS MAX HEADROOM A PROPHET FOR THE DIGITAL AGE?

Simon Gosling *Executive Producer, Framestore*

2.30pm
Coffee Break

3.00pm
**CHANGING MEDIA: HOW THE INTERNET
IS CHANGING THE WAY WE WATCH TV**

Suranga Chandratillake

Founder and Chief Strategy Officer, Blinkx

3.20pm
SECRETS OF SECOND SCREEN SUCCESS

Tom McDonnell *Commercial Director, Monterosa*

3.40pm
THE ONLY WAY TO BE CREATIVE IS TO BE MOBILE

Jide Sobo *Head of Mobile, MEC Global*

4.00pm
ITV: A 2013 SUCCESS STORY

Chris Goldson *Creative Sales Director, ITV*

4.20pm
CREATIVE LONDON COMES TO SILICON VALLEY
WHO WE SAW AND WHAT WE LEARNT
Chaired by **Steve Davies**

Tim Daukes *Producer, HLA*

Katie Keith *First Lady, Rattling Stick*

James Cunningham *Head of Content, Academy+*

Lee Kemp *Vermillion Films*

Chris Page *Jelly*

5.00pm
CLOSING REMARKS
Steve Davies

Chief Executive, APA

The Future of Advertising... In One Afternoon
is brought to you by:



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