



THE FUTURE OF ADVERTISING... IN ONE AFTERNOON

Wednesday 19 February 2014 12.15pm - 5.30pm

BAFTA, 195 Piccadilly, London

The best 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 lineup of speakers to do that, focusing on the most important new developments and ways of thinking.

We'll hear about the influences of neuroscience on marketing and how social engagement on YouTube is used to build brands. We'll hear how a high-profile comedian has used Twitter to its fullest possibility and how data doesn't have to be dull.

Alongside this we'll hear from AMV, Google and AKQA about what the future holds for APA members. The best stuff in the shortest time and at exceptional value – that's **The Future of Advertising... In One Afternoon**.

Price per delegate

£99 plus VAT

APA & IPA members

£49 plus VAT

To book your place

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

12.15pm

REGISTRATION

1.00pm

INTRODUCTION

Steve Davies Chief Executive, APA

1.10pm

THE CONTENT GARDENER

Tom Roope Founder, The Rumpus Room

1.30pm

LEVEL UP – TAKING YOUTUBE SOCIAL ENGAGEMENT TO THE NEXT LEVEL

Will Harris Managing Director, ChannelFlip

1.50pm

WHAT THE EYE DOESN'T SEE – THE POWER OF IMPLICIT TESTING

Duncan Smith Managing Director, Mindlab

2.10pm

DUMB IS THE NEW SMART

Rob Lawrence Founder, HereThereEverywhere

2.30pm

Coffee Break

3.00pm

THE CONTENT REVOLUTION & YOUTUBE

Andrew Bent Creative, Google

3.20pm

BEYOND THE CAMPAIGN

Duan Evans Executive Creative Director, AKQA

3.40pm

A CAST OF MILLIONS – TELLING STORIES WITH DATA

Brendan Dawes Digital Designer and Artist

4.00pm

PEOPLE POWER

Bridget Angear Joint Chief Strategy Officer, AMV

4.20pm

MEDIA STRATEGY AND THE FUTURE

Nigel Walley Managing Director, Decipher

4.40pm

HUMOUR STRATEGIES & TACTICS FOR CUTTING THROUGH ON TWITTER

David Schneider Twitter guru and comedian

5.00pm

CLOSING REMARKS

Steve Davies Chief Executive, APA

The Future of Advertising... In One Afternoon

is brought to you by:



Advertising Producers Association

Advertising Producers Association

47 Beak Street
London
W1F 9SE

T 020 7434 2651
E info@a-p-a.net
W www.a-p-a.net

Twitter: [@apalondon](https://twitter.com/apalondon)



The Drum

Lower Ground Floor, Victoria House,
64 Paul Street
London EC2A 4NG

T 0141 552 5858
E enquiries@thedrum.com
W www.thedrum.com

Twitter: [@thedrum](https://twitter.com/thedrum)



Institute of Practitioners in Advertising

Institute of Practitioners in Advertising

44 Belgrave Square
London SW1X 8QS

T 020 7235 7020
E info@ipa.co.uk
W www.ipa.co.uk

Twitter: [@IPA_Updates](https://twitter.com/IPA_Updates)