

THE FUTURE OF ADVERTISING... IN ONE AFTERNOON SPEAKER BIOGRAPHIES: Part 1



THE FUTURE OF ADVERTISING...IN ONE AFTERNOON (BAFTA, 19 February 2014)
brings you the best and newest thinking on how to engage with consumers in 2014.



BRENDAN DAWES

Digital Designer and Artist

A CAST OF MILLIONS - TELLING STORIES WITH DATA

Brendan Dawes is a designer and artist exploring the interaction of objects, people, technology and art using an eclectic mix of digital and analog materials.

His work is featured in the permanent collection of The Museum of Modern Art in New York and is a Visiting Teaching Fellow at the Manchester School of Art.

Fillings for rectangles is how he often describes his work. Over the years those rectangles have come in various shapes and sizes including websites, iPhone apps, posters, books, electronic circuits and pieces of plastic.

Brendan's work has been featured in numerous journals including: idN, Creative Review, MacUser, Computer Arts, Create, Wired, Eye, The Guardian, The Times and Communications Arts.



DAVID SCHNEIDER

Twitter guru and comedian

HUMOUR STRATEGIES & TACTICS FOR CUTTING THROUGH ON TWITTER

David Schneider is an actor, writer and director who's probably best known for his work in TV shows such as I'm Alan Partridge or movies such as Mission Impossible and 28 Days Later.

An avid tweeter with 160,000 followers and counting, he set up the social media agency That Lot in 2013 together with David Levin (tweeter responsible for @BBCTheVoiceUK, @The_Dolphin_Pub and many others). He and his team now provide content for brands and businesses like HTC and L'Oreal, as well as making viral videos and pictures for clients such as the Huffington Post, the BBC and Channel 4.

David also gives workshops and talks on social media to agencies, businesses and media clients such as The Guardian and BBC News. His Tedx Talk, **Is the Internet making us more stupider?** will be online soon.



BRIDGET ANGEAR

Joint Chief Strategy Officer, AMV

PEOPLE POWER

Bridget has the tremendous privilege of also having the best job in the world – running AMV BBDO’s strategic output.

As if to prove that enjoying your job makes you good at it, Bridget and her partner Craig have been voted London’s #1 strategists three years in a row (a unique achievement), by having probably the best planning department in the world, winning Cannes Effectiveness Grand Prix’s, IPA Effectiveness Agency of the year and APG Creative Strategy Agency of the Year.

Bridget began at Reading University with a Business degree, then a 10 year stint at JWT, working on brands including Dulux, Persil, Kraft, Kodak, Listerine, Barclays, and Nestle. She moved to AMV to celebrate the millennium and has responsibility for brands including Mars, the Department for Transport, PepsiCo, Heinz, Aviva, Twining’s and SCA.

One day she will win the Grand Prix at the IPA Effectiveness Awards and retire immediately. Until then, the work goes on.



ROB LAWRENCE

Abnormal Situations Manager, Native

DUMB IS THE NEW SMART

At Native, Rob leads a team of materials scientists, digital engineers, biochemists, artists, designers, electronics experts, experience builders, taste-makers and craftsmen. Together, they they make the stuff of tomorrow. His work is built out of a spirit of curiosity, collaborative enquiry and experimentation – often producing surprising, distinctive and popular things.

As founding Executive Creative Director at Razorfish, the world's leading digital services agency, with time at IBM as Creative Director and graft at Accenture as Chief Experience Officer under his belt, Rob's been at the forefront of marketing and technology for over 15 years.

He's won a few awards, earned tech and design patents, owned a broadband network and co-created the world's most successful gameshow, Survivor. He's also visiting Professor of Digital Media at Cambridge University Judge Institute where he's been teaching for nearly 10 years.



CLAIRE TAVERNIER

Managing Director, ChannelFlip

THE POWER OF AN ENGAGED AUDIENCE: BRANDS WORKING WITH YOUTUBE INFLUENCERS

Claire is the interim Managing Director of leading UK-based YouTube MCN ChannelFlip, as well as running digital content consultancy StoryTechLife.

Founded in 2007, and part of Shine Group since January 2012, ChannelFlip currently manages over 200 YouTube channels for established celebrities including Ricky Gervais, David Mitchell and Robert Llewellyn, alongside a portfolio of some of the world's most loved YouTube stars such as Dan Howell and Alex Day, rights holders including Rastamouse, and are responsible for award-winning branded entertainment campaigns for brands such as Dell, Panasonic and Kellogg's. To date, channels have generated over 21 million subscribers and up to 90 million video views per month.