



THE FUTURE OF ADVERTISING... IN ONE AFTERNOON

Thursday 5 March 2015 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 Virtual Reality and The Oculus Rift from some of the top names in the business, while the Advertising Association will be giving their overview of the year ahead. Alongside this we'll have some fantastic and engaging content from top names such as Contagious, Nexus and Gravity Road.

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 visit:

www.futureofadvertising2015.eventbrite.co.uk

For any problems, please contact the APA on 020 7434 2651 or info@a-p-a.net.

12:15pm

REGISTRATION

1:00pm

INTRODUCTION

Steve Davies Chief Executive, APA

1:05pm

**ADVERTISING IN 2015:
CHALLENGES AND OPPORTUNITIES**

Tim Lefroy Chief Executive, The Advertising Association

1:20pm

**ADVERTISING & CHEMICALS – STUDYING CONSUMER
PSYCHOLOGY TO GET A GLIMPSE OF THE FUTURE**

Amy Kean Head of Futures, Havas

1:40pm

**THE TOYS THAT HELP BRANDS TO TELL INTERACTIVE
STORIES: THE ROLE OF THE PROTOTYPE**

Luke Ritchie Nexus

2:00pm

**LET’S GET REAL – A LOOK AT THE LATEST
ADVANCEMENTS IN VIRTUAL REALITY AND
THE OPPORTUNITIES THIS BRINGS TO BRANDS**

Henry Cowling Creative Director, UNIT9 VR

Simon Gosling CEO, Happy Finish

Karl Woolley Creative Technologist, Framestore

2:30pm

WHY YOU SHOULDN’T MISS ADWEEK EUROPE

Matt Scheckner Executive Director, Adweek

2:35pm

Coffee Break

3:05pm

10 TRUTHS ABOUT DIGITAL FILM DATA

Keiren O’Brien Chief Executive, Film Locker

3:15pm

**CREATING SCROLLSTOPPERS:
THE PSYCHOLOGY OF SHARING**

Pete Conolly Creative Partner, Gravity Road

Digby Lewis Head of Multi Platform, Gravity Road

3:35pm

PREDATORY THINKING

Dave Trott Founder of GGT

4:05pm

**WOMEN IN ADVERTISING:
WE’VE COME A LONG WAY BABY... OR HAVE WE?**

Caitlin Ryan Group ECD, Karmarama

4:25pm

**THE CONTAGIOUS COMMANDMENTS:
TEN STEPS TO BRAND BRAVERY**

Paul Kemp-Robertson Co-Founder, Contagious

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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