



THE FUTURE OF ADVERTISING... IN ONE AFTERNOON

Monday 22 February 2016 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'll hear from FT journalist Ian Leslie on advertising's identity crisis, while Hey Human and Brave will speak about the emotional response to advertising. Alongside this, we'll have some fantastic speakers from GiffGaff, MPC, Facebook and Credos among others.

We also have the premiere of the APA's first ever IDEAS awards, an interactive showcase of the best that the APA's membership has to offer.

We'll also have a fantastic VR Break in the middle of the day, where alongside your coffee, you can have a play around with the latest in VR technology from some of the most cutting edge APA members, including Smuggler, Happy Finish and MPC.

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 email rsvp@a-p-a.net
(credit & debit cards accepted)

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

12:15pm	REGISTRATION	
12:55pm	INTRODUCTION	Steve Davies Chief Executive, APA
1:00pm	HOW THE MAD MEN LOST THE PLOT	Ian Leslie Journalist, Financial Times
1:20pm	RESPONSIBILITY IN FOCUS Advertising for the future	Karen Fraser Director, Credos
1:40pm	COLLABORATION: OLD NEWS, NEW STORY What it means to actually be accountable for your advertising	Tom Rainsford Head of Brand, GiffGaff
2:00pm	GET ON BOARD THE MILLENNIAL FALCON How interactive advertising is changing in 2016	Dan Phillips MPC
2:20pm	To be confirmed	
2:40pm	VR BREAK	Featuring Smuggler, Happy Finish, MPC among others
3:20pm	IDEAS	An Interactive Showcase
3:50pm	BRAIN FRIENDLY CREATIVE Why we can't afford to ignore neuroscience	Neil Davidson Hey Human
4:10pm	THE SCIENCE OF BRAVERY How biometrics can de-risk commercial creativity	Felix Morgan Innovation Lead, Brave
4:30pm	AD-BLOCKING Advertising Apocalypse	Mel Exon Managing Director, BBH
4:50pm	CLOSING REMARKS	Steve Davies Chief Executive, APA

The Future of Advertising... In One Afternoon

is brought to you by:



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