

Unmissable 3-day content programme at Dubai Lynx 2013

DUBAI, UAE: The Dubai International Festival of Creativity, reputed to be MENA's principal awards for creative communications and the industry's premier annual platform for learning, inspiration and networking, will in just two weeks, bring together an outstanding and world-class line-up of international and regional speakers to address MENA's creative community.

Delegates will enjoy an exceptional and engaging programme of topical seminars and motivating master-classes covering subjects such as the Mobile revolution, marketing to multicultural populations, women and the Internet, consumer behaviour and creative change.

Included in this year's exceptional speaker line-up of top industry leaders, social media experts and high-profile personalities are:

- Ali Mostafa, the Gulf's first film director of international standing
- Brothers Peyman and Mohammed Parham Al Awadhi, Co-Founders of gourmet shawarma brand Wild Peeta, UAE
- Daina Middleton, Global CEO, Performics
- Daniel Andrade, Creative Lead, Creative Services EMEA, Google
- Danny Searle, Vice Chairman, BBDO Asia and Chairman, BBDO Singapore
- Erik Vervroegen, International Creative Director, Publicis Worldwide
- Ian Haworth, Global Chief Creative Officer, UK Chairman, RAPP
- Jose Miguel Sokoloff, President, Lowe Global Creative Council and Co-Chairman, CCO, Lowe SSP3 Colombia
- Julian Boulding, Founder and President, thenetworkone, UK
- Gian Carlo Lanfranco, Senior Creative at Fred & Farid Paris
- Mark D'Arcy, Director of Global Creative Solutions, Facebook
- Mike Wiese, Director of Branded Entertainment, JWT New York
- Morihiro Harano, Creative Director and Founder, Mori Inc., Japan
- Ross McAuley, Vice President of Brand Marketing, Jumeirah Group
- Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group India
- Sylvia Vitale Rotta, Chief Executive Officer, Team Creatif Group, France
- Wissam Shawkat, Calligrapher and Designer, UAE

Dedicated screening areas and exhibitions of the work presented at this year's Dubai Lynx awards will showcase the best creative advertising and communications in the region across all disciplines providing additional insight and inspiration for attendees.

"This year we have an exceptional group of global and local speakers who will share their experiences, expertise and

discuss current industry issues vital for the continuous development of the business. With MENA's art directors, creatives, copywriters, media agency executives, account managers, agency heads, producers, publishers, broadcasters, directors, marketers and CEO's facing challenges both on a global and regional level, Dubai Lynx is the place to learn, debate and be inspired in a unique environment," says Philip Thomas, CEO of Lions Festivals.

Further information on the festival programme as well as how to register to attend can be found at www.dubailynx.com. The Dubai International Festival of Creativity takes place 10-12 March and will culminate with the Dubai Lynx Awards on 13 March.

Key dates:

Delegate Registration: Open

Festival Dates: 10-12 March 2013

Dubai Lynx Awards: 13 March 2013

For more, visit: <https://www.bizcommunity.com>