

Register now for Dubai Lynx 2012

DUBAI, UAE: The Dubai International Advertising Festival, a leading event and awards for creative advertising and communications in the Middle East and Africa, is now open for delegate registrations at www.dubailynx.com/registration. The 2012 festival will be held once again at the Arabian coast resort, the Madinat Jumeirah in Dubai, and aims to offer a platform for learning, inspiration, networking and celebration.



Delegates will experience an intensive two-and-a-half day programme of thought-provoking seminars and hands-on workshops presented by renowned speakers tackling the issues and challenges facing the industry from both a regional and global perspective. All work entered for the 2012 Dubai Lynx awards will be available to view as well as exhibitions and screenings of the shortlisted work providing creative inspiration and a snapshot of the best advertising in the region. Select exhibitors will provide a gateway to the latest technologies and services.

Nurturing young talent

Young talent is actively nurtured and encouraged at Dubai Lynx with special Festival packages available for students, young creatives and young marketers. Other initiatives include the Young Creatives Integrated Competition and the Dubai Lynx Academy.

After careful deliberation from the juries, the winners will be announced at the Dubai Lynx Awards, a dynamic and exciting event attended by over 1400 industry peers honouring and celebrating MENA's best work in creative advertising and communications. The awards will be held at the Madinat Arena, Madinat Jumeirah, on the evening of 7 March 2012.

Delegates registering before 2 February 2012 can enjoy an early bird discount of US\$385 (AED1415). For full details on all the different delegate registration packages, go to www.dubailynx.com/registration.

"Attending the Dubai International Advertising Festival offers an outstanding opportunity to hear first-hand from global leaders about the current situation and latest trends of the industry, be motivated by inspirational work and enjoy a number of fun networking events," comments festival director Emma Lancaster. "With MENA agencies becoming increasingly more recognised around the world for their

creative output, this is a must-attend event for the region and beyond."

For further information on the 2012 Dubai International Advertising Festival, jointly organised by Cannes Lions and Motivate Publishing, go to www.dubailynx.com.

Key dates:

Delegate registration: Open

Entries open: 13 December 2011

Entries close: 9 February 2012

Festival dates: 4-6 March 2012

Venue: Madinat Jumeirah, Dubai, UAE

Dubai Lynx Awards: 7 March 2012, Madinat Arena, Madinat Jumeirah, Dubai, UAE

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