

The APA, Contagious and the IPA present:



# THE FUTURE OF ADVERTISING ...IN ONE AFTERNOON

Wednesday 10 March 2010 12.45pm - 6.30pm

BAFTA, 195 Piccadilly, London

## **World-leading digital thinking in one bite sized chunk**

New opportunities for advertisers and for the agencies and production companies that work with them are abundant. But how to keep up while remaining on top of the day to day demands of your business?

The answer is brought to you by the APA, Contagious and the IPA. We've invited the best speakers, people at the forefront of the digital revolution, and crammed them all into a single afternoon.

**The Future of Advertising... In One Afternoon** provides an opportunity, in one bite size chunk, to fast forward your understanding of the potential of digital media; giving you time to plug world-leading digital thinking into your planning for your business: whether you are in production, an agency, or are an advertiser.

All this at great value – particularly so if you are entitled to the special rate for APA and IPA members and Contagious subscribers!

Price per delegate  
**£325 plus VAT**

APA & IPA members,  
and Contagious subscribers  
**£95 plus VAT**

To book your place please  
call 020 7434 2651 or email  
[georges@a-p-a.net](mailto:georges@a-p-a.net)

**12.45pm**  
**REGISTRATION**

**1.30pm**  
**INTRODUCTION**

**Steve Davies** *Chief Executive, APA* introducing  
**Jess Greenwood** *Director, Contagious Insider* as  
moderator of **THE FUTURE OF ADVERTISING...  
IN ONE AFTERNOON**

**1.40pm**  
**STRATEGIES FOR SANITY**

**Adam Greenfield** *Principal and Co-Founder,  
Do Projects; Nokia*



**2.00pm**  
**TEN DIGITAL IDEAS THAT FAILED AND  
WHAT WE CAN LEARN FROM THEM**  
**Assia Grazioli-Venier** *CEO, Flypaper.TV*



**2.20pm**  
**THE UNCHANGING MAN IS THE PROPER  
STUDY OF THE COMMUNICATOR**

**Rory Sutherland**  
*Vice-Chairman, Ogilvy Group UK; President IPA*



**2.45pm**  
**WHAT BRANDS DO MATTERS,  
NOT WHAT THEY SAY**

**Daniel Bonner** *Chief Creative Officer, AKQA*



**3.05pm** Coffee Break

**3.30pm**  
**MOBILE: PAST, PRESENT & FUTURE**

**Simon Andrews** *Partner, Addictive the mobile  
agency, former Global Chief Digital Strategy Officer,  
Mindshare*



**3.55pm**  
**PLAY : YOUTUBE AND VIDEO  
IN ONLINE MARKETING**

**Tom Uglow** *Creative Lead EMEA, Creative Lab,  
Google & YouTube*



**4.20pm**  
**THE NITTY GRITTY OF DIGITAL PRODUCTION**  
**Mark Pytlik** *Managing Director, Stink Digital*  
**Adam McNichol** *Producer, Stink Digital*



**4.45pm**  
**EVOLVING THE AGENCY MODEL**  
**Paul Graham** *Partner, Anomaly*



**5.10pm**  
**PANEL DISCUSSION**

**David Rowan** *Editor, Wired magazine*  
David chairs a panel of speakers and guests,  
taking your questions and analysing the  
afternoon's highlights. The afternoon's  
speakers are joined by:

**Andy Orrick**  
*Development Director, Brand & Interactive, The Mill*

**Nicolas Roope**  
*ECD and Founding Partner, Poke*

**Sean Singleton**  
*Co - Founder & Managing Director, Skive*

**Damiano Vukotic**  
*Head of Sales & Digital Strategy, RSA Films*

**5.45pm**  
**CLOSING REMARKS**

**Steve Davies** *Chief Executive, APA*

APA

Advertising Producers Association

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IPA

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