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ASIA'S LEADING MARKETING TALENT JOINS GLOBAL LINE-UP

The managing director of Adidas Group for China, the global marketing head of consumer electronics giant Acer and the Asia Pacific Marketing Director for Kimberly-Clark are the latest speakers to be unveiled for the AANA and WFA Global Marketer Conference taking place in Sydney in March 2014.

The event will bring together the world's top marketers to discuss common challenges and find new ways to lead their brands to growth. The confirmed speakers from Asia Pacific are:

- Michael Birkin, Chief Marketing Officer, Acer Inc.;
- Colin Currie, Managing Director, Adidas Group, Greater China; and
- Michelle Froah, Asia Pacific Regional Marketing Director, Kimberly-Clark International

Sunita Gloster, chief executive of the AANA, said: "Success in Asia is critical for anyone with global brand aspirations and that reality will only become more profound in the coming years as the spending power of those nations accelerates faster than other nations. Marketing leaders with such a wealth of Asian experience such as Michael, Colin and Michelle will therefore add a valuable dimension to our discussions in March."

They join a line-up that includes global advertising legend Sir John Hegarty, Marc Mathieu, Unilever's Senior Vice President of Marketing and James Thompson, Global Managing Director of Diageo Reserve Brands.

It was also announced today that inspirational speaker John Kearon, Founder & 'Chief Juicer' of leading market research company Brain Juicer will also address the Global Marketer Conference.

Stephen Loerke, managing director of the WFA said: "These latest additions to our speaker line-up reaffirm our determination to deliver the best marketing talent Australia's ever seen."

The exclusive booking period for AANA Members ends on 21 November and tickets for the wider marketing community are available thereafter. To register for the conference visit <http://www.aana.com.au/gmc2014/>

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About the AANA: Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

About the WFA: The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$700 billion per annum – through a unique, global network of the world's biggest markets and biggest marketers. WFA's champions responsible and effective marketing communications worldwide. More information at <http://www.wfanet.org>

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