

Monday, 28 October 2013

MORE GLOBAL MARKETING TALENT HEADED DOWN UNDER

Diageo and Unilever leaders added to agenda

Two more keynote speakers have been unveiled for the AANA and WFA 2014 Global Marketer Conference, which will be held in Sydney, Australia.

The March 26 event will bring together the world's top marketers to discuss common challenges facing brands in Australia, Asia and globally.

The focus of the event will be to educate and inspire marketers to find new ways to lead their brands to growth. A stellar line up of speakers will provide inspirational examples based on the success stories from some of the world's most high profile brands.

The newly confirmed speakers are:

Marc Mathieu, SVP Marketing, Unilever

James Thompson, Global Managing Director (and former APAC CMO), Diageo Reserve Brands

They will appear at the AANA & WFA Global Marketer Conference alongside Sir John Hegarty, inspirational creative and founder of BBH. The conference is the showpiece event of the WFA's Global Marketer Week, which includes members-only events as well as thought-leadership sessions from global experts open to non-members. Stephan Loerke, Managing Director of the WFA, said: "We're thrilled that both Marc and James have agreed to speak at our conference. I'm sure these exceptional multinational marketers will inspire and energize everyone who hears them. With Sir John Hegarty already on the bill, this year's event is shaping up to be our best-ever agenda."

Sunita Gloster, Chief Executive of the AANA, said: "The AANA and WFA Global Marketer Conference is about hearing from the best marketers and communications experts in the world and with Marc and James accepting our invitation to speak we are well on our way to delivering the best line up of marketing talent Australia's ever seen."

Full details of the Conference can be found at <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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