

EMBARGOED UNTIL 12 MIDDAY MONDAY 17TH AUGUST 2015

Friday 14th August 2015 –The Australian Association of National Advertisers (AANA) has today announced another high profile speaker – Kathryn Parsons, CEO and Co-Founder of leading UK technology start-up Decoded – for its major conference, RESET 2015.

Commenting on the latest addition to the Reset line-up, Sunita Gloster, the AANA's CEO, said she was 'thrilled' at Ms Parsons involvement. "Digital transformation and leadership are themes that all our members are discussing in terms of structure, operations and strategy and Kathryn will certainly add a world class perspective on this topic. RESET is designed to provide challenging content for our members, and Kathryn will inspire our marketing leaders to truly rise to the ongoing challenge of digital transformation. Also, she is a passionate advocate for the involvement of women in technology and is recognised widely in Europe for leading the agenda in this space.

"Kathryn set-up Decoded in 2011 with a mission to spread 'digital enlightenment' by preparing and empowering businesses for an increasingly technology-driven economy. She sits on the board of the London Tech Ambassadors Group. She featured in Grazia magazine's female 'Brit Power List 2015', the Sunday Times' 'Britain's Top 30 Female Power List 2014' and The Telegraph's 'Top Ten Britons of 2014', to mention but a few of her accolades," Ms Gloster said.

Kathryn joins a global agenda of speakers at the AANA's RESET 2015 conference, including Syl Saller, CMO Diageo plc; Bruce McColl, Global CMO Mars; Karen Blackett OBE, Chief Executive Officer, MediaCom UK; Graham Fink, Chief Creative Officer, Ogilvy & Mather China and Marc de Swaan Arons, Chief Marketing Officer & Executive Board Member, Millward Brown Vermeer.

Decoded is famous for teaching "Code in a Day". Thousands of professionals globally have experienced its face-to-face accelerated learning programs Code, Data, Future Technologies and Hacker in a Day. Grown entirely through word-of-mouth, Decoded now has offices in London and New York and has popped-up in over 35 cities worldwide working with some of the most prominent CEOs and boards in the world. Its clients include Unilever, Google, Disney, Facebook, Viacom, Mastercard, Burberry and Tata.

Registration for RESET, which takes place on 28 October, is now open to members and non-members at <http://aana.com.au/reset/>

About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

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