

GLOBAL SPEAKERS TO DISRUPT MARKETERS

Monday 4 August 2014 - Building on the success of the 2014 Global Marketer Conference, the Australian Association of National Advertisers (AANA) has secured a world class line-up of speakers for its RESET conference to be held in Sydney on 21 October, 2014.

Seven world-class practitioners and speakers with track records of delivering fresh thinking and innovative solutions will take the stage for a one-day session designed to disrupt and inspire marketers to approach 2015 differently.

"Towards the end of the year many of our members review and reflect on lessons learnt and then re-group with their marketing teams and partners for the year ahead. We took our member feedback and designed the RESET conference to deliver content that would benefit marketers in their planning cycle." AANA's CEO, Ms Sunita Gloster said.

"The AANA's charter is to inspire and promote responsible, innovative and respectable marketing, and we are very excited to have attracted seven leading speakers that will challenge, energise and equip marketers as they RESET for 2015."

Each speaker has been invited to disrupt the audience. To not only challenge what marketers are planning to do but also 'how' they are going to do it in 2015.

The speaker line up includes:

- A keynote address by **Jean-Marie Dru**, Chairman of TBWA \ Worldwide who introduced the concept of 'disruption' to the advertising world and author of five books on advertising and marketing, including the global breakthrough business book "Disruption". **Dru** will discuss "*is disruption thinking achievable in a landscape shaped by complexity and rapid change?*"
- **Hosi Simon**, Global General Manager of VICE Media Inc., will challenge attendees to consider whether they are "*making content young people give a shit about?*"
- **Sherilyn Shackell**, Founder and CEO of the Marketing Academy in the UK which is nurturing the next generation of global marketing talent. Shackell will cover "*the skill gap between experienced marketing leaders and the upcoming generation of emerging talent.*"
- **Nick Law**, a Sydney boy and Global Chief Creative Officer, of leading New York based agency R/GA will explore how brands can tap into the culture of emergent media. Nick will be discussing "*bottom-up marketing, how to use the culture of emergent media*".

Three more speakers will be announced shortly.

Registration for RESET is now open: <http://aana.com.au/reset/>

Ends



JEAN-MARIE DRU

Chairman, TBWA\Worldwide

A graduate of HEC Business School, Jean-Marie Dru began his career in 1971 with Dupuy Compton (now Saatchi & Saatchi) and quickly rose to the position of Executive Creative Director. In 1977, he joined Young & Rubicam in Paris as Managing Director, before becoming the agency's Chief Executive Officer in 1979.

In 1984, he co-founded the BDDP Group. Within seven years, BDDP established its international presence in 26 countries and was ranked 15th amongst global agencies.

After the merger of BDDP with TBWA\ in 1998, Jean-Marie Dru became President International of TBWA\Worldwide.

In early 2001, he was appointed President and CEO Worldwide, a position that he held until January 2008, when he moved to his current role of Chairman.

Jean-Marie Dru has published five books on advertising and marketing; "Jet Lag" (PowerHouse Books, 2012), "How Disruption Brought Order" (Palgrave, 2007), "Beyond Disruption" (John Wiley & Sons Inc, 2002), "Disruption" (John Wiley & Sons Inc, 1996) and "Le Saut Créatif" (Lattès, 1984).

Jean-Marie Dru has been President of the Cannes Advertising Film Festival Jury twice - first in 1982 and again in 1998. He is a professor at the Paris Institute of Political Studies, officially referred to as Sciences Po Paris. He is also the President of the French Academy of Medicine Foundation.

In 2008, Jean-Marie Dru was awarded the French Légion d'Honneur for his longlasting contribution to the advertising industry and to the business world.



HOSI SIMON

Global General Manager, VICE Media Inc. (USA)

Hosi Simon is the Global General Manager of VICE, a leading youth media and entertainment brand operating in 35 countries. Under Simons guidance, VICE launched in 1994 as a punk magazine, and diversified to include the world's premier original online video destination, VICE.COM, an international network of digital channels, a television production studio, a record label, an in-house creative services agency and a book-publishing division. VICE.COM houses over 60 original online series dedicated to news, sports, fashion, music, technology, and the arts.

As the General Manager, Simon is a member of the executive team and oversees the global growth and development of VICE's digital home, VICE.com.

Simon also oversees VICE's in-house marketing and creative services agency, VIRTUE Worldwide, handling brand solutions for such clients as Intel, Levi's, Coca Cola, Starwood Hotels, and Palladium Boots.

TUESDAY 21 OCTOBER 2014



SHERILYN SHACKELL

CEO & Founder of The Marketing Academy (UK)

Sherilyn is the CEO and Founder of The Marketing Academy a UK based non-profit organisation dedicated to the development of leadership talent in the world of marketing & advertising. The only organisation of its kind, The Marketing Academy brings together CEO's, CMO's and Agency Presidents to nurture develop and inspire an entire generation of future leaders through its unique and powerful development programmes.

Sherilyn is also the CEO of Highfield Human Solutions Group and is a Trustee of the Plant for Peace Foundation Sherilyn is also the CEO of Highfield Human Solutions Group and is a Trustee of the Plant for Peace Foundation,

an inspirational charity aimed at bringing peace to Afghanistan through horticultural development. She is a member of the Marketing Group of Great Britain and the recipient of the Chartered Institute of Marketing's 'Special Award for Contribution to Marketing'.



NICK LAW

EVP, Global Chief Creative Officer, R/GA

For 13 years Nick has helped shape R/GA's strategic and creative vision; a vision that continues to evolve but stays true to it's legacy of combining world class creativity and break-through technology.

As global CCO he leads an increasingly diverse group of creatives that include designers, copywriters, interaction designers and creative technologists. From these disciplines he curates and choreographs teams that collaborate on a variety of work, from mobile applications to TV spots and everything in-between.

Nick is on the board of the One Club, has been on every major award show jury (including being president of the Cyber jury at last years Cannes Lions) and has twice been named in the Creativity 50, a list of the world's most influential creative people. He is recognized as an industry thought leader and has been published globally.

Nick began his career as a designer in Sydney, continued as an advertising art director in London and transitioned to digital in the late 90's after moving to New York. His range of experience across marketing disciplines and geographies is an important asset for R/GA as they broaden their offerings and open offices all over the world.

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.

Media contact: Res Publica, Gabriel McDowell

E: gmcowell@respublica.com.au | M: +61 417 260 918 | T: +61 2 8297 1515