



**PROMAXBDA ANNOUNCES HIGHLIGHT SPEAKERS
FOR THE CONFERENCE 2012 IN LOS ANGELES ON JUNE 12-14**

Lineup Includes Tom Freston, Chairman of the Board, ONE & Principal, Firefly3; John Landgraf, President & GM, FX Networks; Kay Madati, Head of Entertainment Marketing, Facebook; Pam Kaufman, CMO, Nickelodeon Networks & Tom Kenny, Actor/Comedian and Voice of SpongeBob SquarePants; Justin Cone, Founder/Editor-in-Chief Motionographer.com & Director of Special Operations, Psyop

LOS ANGELES, CA – May 11, 2012 - [PromaxBDA](#), the leading global association for promotion, marketing and design professionals in the entertainment industry, today announced a new series of speakers for [PromaxBDA: The Conference 2012](#), June 12-14 in Los Angeles.

New speaker announcements include :

**Tom Freston, Chairman of the Board, ONE & Principal, Firefly3
John Landgraf, President and GM, FX Networks
Kay Madati, Head of Entertainment Marketing, Facebook
Pam Kaufman, CMO, Nickelodeon Networks
Tom Kenny, Actor/Comedian & Voice of SpongeBob SquarePants on Nickelodeon
Justin Cone, Motionographer.com Founder & Editor-in-Chief & Director of Special Operations, Psyop**

“PromaxBDA: The Conference 2012 is the biggest global event tailor-made for the television entertainment and video content marketing, promotion and design community, and we welcome these esteemed speakers who each represent important facets of an evolving, creative industry,” said Jonathan Block-Verk, president and CEO of PromaxBDA International. “We look forward to hearing their different insights and perspectives about the latest innovations in marketing and design and creativity as they discuss topical issues impacting the industry today.”

Today’s roster of speakers join recently announced Lifetime Achievement Award honoree Betty White and previously announced speakers Rick Haskins, EVP, Marketing & Digital Programs, The CW; Suzanne Kolb, President, E! Entertainment; Bruce Mau, Co-Founder, Massive Change Network; Chris McCumber, Co-President, USA Network; Paula Kerger, President and CEO, PBS; Deb Roy, Co-Founder & CEO, Bluefin Labs; Amy Winter, General Manager, TLC; Jonah Lehrer, Contributing Editor, *Wired*; and Roy Spence, Chairman & Co-Founder, GSD&M, CEO & Co-Founder, The Purpose Institute.

About the 2012 Conference

The annual conference is where marketing, promotion and design executives gather as a global community to share ideas, learn the best techniques, develop the right tools, get insight on the latest technologies and be inspired by the brightest of luminaries in the industry. There is no other place for this level of collective thought – at the intersection where creative and strategy, promotion and production, technology and design meet. PromaxBDA: The Conference. *Connecting. Together.*

[PromaxBDA: The Conference 2012](#) will feature additional speaker sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion, design industry. PromaxBDA will provide an exclusive look at the most compelling, innovative and eye-catching creative work from around the globe, covering the breadth of the entertainment industry. The two-and-a-half-day

event will culminate with the [2012 PromaxBDA Promotion, Marketing and Design Awards](#) recognizing creativity and excellence, taking place on the closing night, June 14th. For more information, or to attend, please visit promaxbda.org and for [2012 Conference](#) updates, speaker information and promotions, follow PromaxBDA on Twitter [@PromaxBDA](#) and Facebook at facebook.com/PromaxBDA.

About PromaxBDA

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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