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**‘AMERICAN HORROR STORY’ &
‘GLEE’ CO-CREATOR & EXECUTIVE PRODUCER RYAN MURPHY JOINS
SPEAKERS LINEUP FOR PROMAXBDA CONFERENCE IN LOS ANGELES
JUNE 12-14, 2012**

LOS ANGELES, CA – May 30, 2012 - [PromaxBDA](#), the leading global association for promotion, marketing and design professionals in the entertainment industry, today announced that Emmy and Golden Globe Award-winning director Ryan Murphy of FX’S ‘American Horror Story’ & FOX Broadcasting Company’s “Glee” will join the speaker roster for The Conference 2012, June 12-14 in Los Angeles.

“Few who have had such a seismic, global impact on television, film and storytelling are as dedicated and involved in marketing and promotion as Ryan Murphy,” said Jonathan Block-Verk, president and CEO of PromaxBDA International. “We are delighted that he will share some of his most valued experiences and insights with the 2012 PromaxBDA audience.”

Ryan Murphy is currently the co-creator, executive producer, writer and director on the acclaimed FX series “American Horror Story” as well as the Fox smash hit “Glee.” As an Emmy Award-winning director for “Glee,” Murphy has also received five Emmy Award nominations. He is the Golden Globe Award-winning creator, writer and director of FX’s original drama series “Nip/Tuck” and the Screen Actors Guild, Emmy and Golden Globe Award-winning Fox series, “Glee.” In his session, he will talk about what inspires him and drives a show’s success, and provide insight on his experience and involvement with marketing and promotion on all of his productions.

Murphy’s FX hit series “American Horror Story,” premiered in 2011 to the highest-ever ratings for an FX freshman series. The show grew in the ratings during its freshman run and was recently nominated for a Golden Globe for Best TV Series, Drama. Murphy also created, wrote and directed the FX series “Nip/Tuck,” which was the first freshman drama series to earn a Golden Globe Award as Best TV Series, Drama. He also created the cult hit “Popular” for the WB.

Murphy began his career as a journalist writing for publications such as “The Miami Herald,” “Los Angeles Times,” “The New York Daily News” and “Entertainment Weekly.” His screenwriting career began in the late 1990s when Steven Spielberg purchased his romantic comedy “Why Can’t I Be Audrey Hepburn?”

In 2006 Murphy expanded to the big screen by writing, directing and producing his adaptation of the best-selling book “Running with Scissors” starring Annette Bening and Gwyneth Paltrow. The film received a Golden Globe nomination for Best Actress for Bening. In 2010 Murphy directed Julia Roberts in an acclaimed adaptation of Elizabeth Gilbert’s memoir, “Eat Pray Love.” Murphy also co-wrote the screenplay with Jennifer Salt. His next film will be the screen adaptation of Larry Kramer’s award-winning “The Normal Heart” starring Julia Roberts, Mark Ruffalo and Matt Bomer.

Murphy joins recently announced Lifetime Achievement Award honoree Betty White and previously announced speakers 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; 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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