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**PROMAXBDA ANNOUNCES ROY M. SPENCE AS KEYNOTE SPEAKER AT
INAUGURAL 2011 STATION SUMMIT**

**Noted ‘Ad Man of the Year’ and ‘Idea Man of the Century’ to Address Audience at
PromaxBDA’s Two-Day Leadership Summit in Las Vegas**

LOS ANGELES, CA – April 7, 2011 - [PromaxBDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, today announced Roy M. Spence, Chairman/Co-Founder, GSD&M and CEO & Co-Founder, The Purpose Institute as the keynote speaker at PromaxBDA’s first [2011 Station Summit](#), a leadership summit for local station general managers, marketing and promotion executives to take place in Las Vegas June 8-9, 2011.

“Roy Spence has helped grow some of the world’s most successful brands and inspired companies with his ‘dream it and build it philosophy,’” said Jonathan Block-Verk, President and CEO of PromaxBDA. “He is a devoted ambassador for local business with a deep understanding for what local television stations can do to chart a path to success. We’re thrilled that he will be joining us as Station Summit’s first Keynote speaker and sharing his insights about local stations’ critical role as leaders in the neighborhoods, communities and the Nation.”

The 2011 Station Summit is a new event specifically focused on the issues, trends and needs of local stations and broadcasters. The session with Spence is coined as "Standing Tall for Small: The Miracle of America." The summit augments the current conference landscape by specifically focusing on the most critical needs of station general managers, marketing, promotion and creative service executives. The Summit provides them with a genuine and unique environment to share ideas, information, insights, research and best practices. The Station Summit will be divided into two focused days - the Studio Day and PromaxBDALocal - and will also feature the PromaxBDALocal Awards Ceremony, to be held the evening of June 9.

Roy Spence is co-founder and chairman of GSD&M, a leading marketing communications and advertising company. He is also now co-founder and CEO of The Purpose Institute, a consulting firm whose purpose is to help people and organizations discover and live their purpose. Along with Haley Rushing, Spence co-authored The Wall Street Journal bestselling book, *It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business is Driven by Purpose*.

Under Spence's leadership, his agency has helped grow some of the world's most successful brands like Southwest Airlines, Walmart, DreamWorks, the PGA TOUR, BMW, the US Air Force, Hallmark and the Clinton Global Initiative. Spence has been a trusted adviser to legendary leaders including Sam Walton and Southwest Airlines founder, Herb Kelleher. His council has also been sought by US presidents and leaders in the State Department and Department of Defense. Spence has been named Ad Man of the Year and Idea Man of the Century.

Kicking off the Station Summit on June 8, 2011, the Studio Day will feature creative and strategic meetings for station general managers and their marketing, promotion and creative services executives with their syndicated programming partners, to learn innovative promotion tactics and new methods for increasing efficiency and generating revenue.

PromaxBDALocal, taking place on June 9, 2011 will be a day full of sessions, speakers and presentations about the creative innovation, social marketing strategies, technological advances and new market-driven revenue opportunities affecting success in the local media landscape. The focus will be on providing the most relevant, contextual and current information that can be used to affect a station's business bottom line.

The PromaxBDALocal Awards were developed to celebrate excellence, creativity and innovation in local television promotion, marketing and design. The awards ceremony will take place at the Station Summit. Submission fees have been significantly reduced and categories tailored for the broadcast station business.

Syndicators and studios slated to participate include Warner Bros. Domestic Television Distribution, CBS Television, NBC Television Distribution, Sony Pictures Television, Debmar Mercury and 20th Television. Station group marketing meetings confirmed for June 10 include Sinclair, Raycom Media, LIN, Post-Newsweek, Gannett and the owned-and-operated station groups from CBS and NBC. The NBC Television Network and ABC Television Network will both also be hosting a comprehensive affiliate marketing meeting as part of the event on June 7.

For more information, or to attend, please visit www.promaxbda.org <<http://www.promaxbda.org/>> and for Station Summit updates, speaker information and promotions, follow PromaxBDA on Twitter at [PromaxBDA](#) and Facebook at [facebook.com/PromaxBDA](https://www.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.

Contact:

Liza Rindge-Peterson

liza@promaxbda.org

(310)789-1519