

Festival of Media 2012: first brand speakers announced

MONTREUX, SWITZERLAND: The organisers of the Festival of Media 2012 has have announced the first six brand speakers - with more to come. Collectively, the six brand speakers represent over US\$5bn in media expenditure worldwide. Can you afford to miss them or the Festival of Media 2012 in Montreux?



The Festival
of Media
Global 2012

Advertisers are the lifeblood of media. Their opinions, insights, aims and aspirations are what drive discovery and innovation in the industry. The Festival of Media will join global brand leaders together with media agencies, global vendors and technologists in a conference themed around "data" and "content".

The first brand speakers are:

- Nigel Burton, chief marketing officer, Colgate-Palmolive
- Tom Gill, marketing capability manager agency relations, global commerce, Heineken International
- Ian Hutchinson, worldwide media director, Reckitt Benckiser
- Benjamin Jankowski, group head, global media, MasterCard
- David Stern, SVP and chief marketing officer, Kao Brands
- Petra Zinkweg, global category director, Campina Friesland Foods

Book now to join these outstanding brand speakers and more than 800 senior media professionals. A delegate pass costs £1999, and includes access to the welcome reception, conference sessions, exhibition area and documentation.

[Full list of first confirmed judges](#)

[List of categories](#)

[How to enter](#)

[More information about the Awards](#)

Key dates

Entries close: 6 February 2012

Shortlist announcement: 15 March 2012

Awards gala dinner: 17 April 2012

For more, visit: <https://www.bizcommunity.com>