

## 2013 Dubai Lynx delegate registration open

The Dubai Lynx International Festival of Creativity has opened for delegate registrations. Taking place from 10-13 March 2012 at the Madinat Jumeirah Dubai, the festival will offer three days of content with a lineup of seminars given by both global and regional industry leaders.



There will be networking opportunities to allow delegates to mingle and socialise with fellow industry people, as well as exhibitions and screenings showcasing the best of the region's work. Running alongside this, the Young Lynx Competition will provide the up and coming generation of creative talent the opportunity to showcase their skills. Teams of three will compete to devise an eye-catching integrated campaign which will then be judged by a dedicated jury to decide which team will take home gold.

Elsewhere at the festival, young talent will be nurtured at the Lynx Academy which offers students a dedicated programme that is tailored to their needs. Leo Burnett will once again join forces with the organisers to form the academy and further to this have committed to work in partnership on the academy for the next three years, therefore cementing the educational and learning values of this unique programme.

Commenting on their sponsorship Raja Trad, CEO, Leo Burnett MENA says, "Our partnership with the Dubai International Festival of Creativity and the Dubai Lynx Academy reflects our commitment to helping a new generation acquaint itself with what communication is all about. We believe that young graduates have a major role to play in the future of our business. The Dubai Lynx Academy provides a unique and insightful learning opportunity for students and will help them develop their careers. While the academy imparts knowledge and training to students, it also helps us identify potential talents that can contribute to the field of communications in the future. Our continued partnership for another three years is a demonstration of our deep commitment to Dubai Lynx's efforts in this arena."

### Early bird prices

Following the festival, the evening of 13 March will see the Dubai Lynx Awards ceremony which reveals the results of the jury's deliberations and sees the cream of creativity celebrated and honoured as the winners are presented with their trophies. Other awards given at the ceremony include Network of the Year, Agency of the Year, Media Agency of the Year and the Lynx Palm Award.

"Dubai Lynx is the region's annual opportunity to immerse itself in creativity and learn about new innovations, technologies and trends that are currently affecting the industry. It not only reflects the industry through its exhibitions and showcases but drives forward-thinking and development through its seminars and ultimately sets creative benchmarks when the jury reveal the worthy winners," says Emma Lancaster, festival director of Dubai Lynx.

Early bird prices are available for anyone registering for the full registration packages before 14 February 2013. Details of the rates as well as information on how to register can be found online at [www.dubailynx.com](http://www.dubailynx.com).

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