

# Lisbon to host Eurobest 2011, 28-30 November

LISBON, PORTUGAL: The 4th Eurobest Advertising Festival, one of Europe's leading awards and annual events for creative advertising and communications, will be held from 28-30 November this year in Lisbon, Portugal.



"Eurobest is unique as a creative festival in that it moves around Europe from year to year. After success in Stockholm, Amsterdam and Hamburg, we are delighted to be bringing this festival of creativity, inspiration and learning to the beautiful city of Lisbon, and would like to thank the Mayor of Lisbon and all the creative industries of Portugal for making us so welcome," said Philip Thomas, CEO of Cannes Lions, organisers of Eurobest. "We especially thank our official representative in Portugal, Multimedia Outdoors Portugal, for their wonderful support."

António Costa, mayor of Lisbon, said: "Eurobest is the largest European festival of advertising and communications providing international recognition for all those involved - the organisers, promoters, participants and winners alike. In an evolving world, cities have to have the ability to attract events that symbolise change and innovation, and Lisbon wants to have an active role in the building of the 21st century."

## Hundreds of delegates

Over two-and-a-half days, almost 900 delegates from 37 countries attended the 2010 Eurobest Advertising Festival in Hamburg, enjoying 21 topical and sometimes controversial seminars and four interactive workshops presented by 47 industry leaders from 42 companies who addressed the issues, challenges and opportunities that European agencies are currently facing. More than 4300 entries were judged on site by eight different juries of top creatives and industry experts. The winners were announced at the Eurobest Awards, reputedly Europe's largest awards for creative advertising and now celebrating 24 years.

An Integrated Young Creative Competition, exhibitions, screening kiosks, an interactive technology zone, the Future Creatives Leaders Programme, the Eurobest Academy and an array of networking opportunities, including the now famous and fun Networking-After-Dark hosted by top local advertising agencies and the After Party, are some of the activities enjoyed by the Eurobest participants.

## Eurobest Advertising Festival:

Launched in 1988, Eurobest is one of Europe's leading annual awards competitions for creative excellence in the categories of TV/cinema, print, outdoor, radio, craft, interactive, media, direct, sales promotion, design, PR, integrated and mobile advertising. The awards, which are judged by Europe's top creatives, form part of a two and a half day festival themed to identify and engage specific topics that are relevant to the European market. Launched in 2008, the Festival has been held in Stockholm, Amsterdam and Hamburg. Organised by the same team behind the Cannes Lions International Advertising Festival, the Dubai Lynx International Advertising Festival and Spikes Asia, the Eurobest Advertising Festival is a purely European event.

## Key dates:

Delegate registration opens 21 July 2011

Entries open 18 August 2011

Entries deadline 23 September 2011

Festival dates: 18-20 November 2011, Lisbon, Portugal

For more information go to [www.eurobest.com](http://www.eurobest.com).

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