

# Spikes Asia 2013: Open for delegate registration

SINGAPORE: The Spikes Asia Festival of Creativity, Asia Pacific's premier festival and awards for the creative communications and advertising industry, has today opened for delegate registrations.



Taking place from 15-17 September at Suntec Singapore, Spikes Asia will offer three days of seminars and forums given some of the best minds in the business, as well as a showcase of the greatest work coming out of the region, allowing a true absorption into creative excellence. The festival also provides the unrivalled opportunity to network with industry peers from across Asia Pacific with dedicated Spikes Nights, including the fun and much anticipated Networking After Dark, which sees a selection of Singapore's agencies open their doors for a night of parties.

Investing in the future of the industry, the Creative Academy and the Marketers Academy will once again provide intense, targeted learning for young industry talent whilst the Young Spikes Competitions give rising stars the chance to compete in Integrated, Media and Agency Shoot Out competitions with the hope of taking home the gold medal.

## New to 2013

### *Account Executive Academy*

A tailored programme for young account executives designed to nurture the relationship between client and agencies in delivering ground-breaking creativity.

### *Media Academy*

This academy is tailored around the importance and effect of creativity in media, inspiring young media professional to embrace new tools and the ever changing industry landscape in delivering strong media strategy for their clients through implementation.

### *Student Award*

A competition allowing students the chance to compete to a set brief and be judged and recognised by the industry

### *Innovation Category*

Designed to reward technologies and innovations such as apps, tools, programmes, hardware and products which have allowed clients to communicate in a new way or which stand alone as an innovation in their own right.

A series of delegate packages are available. A full registration offering access to all festival events, the awards and after party, offers a special early bird rate of S\$825 on packages purchased before 31 July 2013 after which the rate will revert to S\$925. Two packages are available to help young industry professionals; priced at S\$495 the Young Spikes packages offer young creative professionals (aged 28 years and under) and young marketers (aged 30 years and under) working for client companies, access to unparalleled learning and inspiration. For the up and coming industry talent, the Spikes Student package priced at S\$245 is for students aged 23 years and under in full-time education.

"This year's Festival will continue to build on its growing success with exclusive features that include fantastic networking events, the Innovasia technology zone, the SpikesAlso exhibition, inspiring seminars and targeted forums. Alongside this we will be launching some new initiatives which will make Spikes Asia 2013 both unmissable and the biggest one to date" says Myriam Coupard, Festival Director of Spikes Asia.

The Festival will be brought to a close with a celebration of the region's work as the winners of the Spikes Asia trophies are revealed during the spectacular Awards Ceremony at the Grand Theatre, Marina Bay Sands. Attendees can then continue

the celebrations into the night at the official After Party.

Further information on the festival programme and events, along with details of how to register can be found at [www.spikes.asia](http://www.spikes.asia). Last year, 1,800 delegates from 23 countries attended Spikes Asia.

## **Key 2013 dates**

Delegate Registration open: Now

Entries open: 16 May 2013

Entries deadline: 19 July 2013

Delegate early bird registration ends: 31 July 2013

Festival dates: 15-17 September 2013

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