

Dubai Lynx Festival 2011 dates, new venue

DUBAI, UAE: The Dubai International Advertising Festival in 2011 will take place over two and a half days, 27- 29 March and the Dubai Lynx Awards, honouring North Africa and the Middle East's best work in advertising and creative communications, will be held on 30 March. Both events will take place for the first time at the Arabian coast resort, the Madinat Jumeirah, in Dubai.



Starting on the afternoon of Sunday 27 March, the Dubai Lynx festival will begin with the opening of registration and a welcome session. The intense two-day programme of 18 seminars and 4 workshops will commence on Monday 28 March, during which attendees can benefit from an insightful and inspirational world-class learning agenda presented by a high-calibre of international and local experts addressing current and topical industry issues under this year's theme 'fuel for creative minds'. Information on the 2011 speakers and jury presidents will be announced soon.

The evening networking events will provide delegates with an informal and fun opportunity to meet peers and exchange ideas. The festival will culminate on Wednesday 30 March in the Madinat Jumeirah Arena with the Lynx Awards, where the 2011 winners will be revealed during a celebratory dinner, the largest event of its kind in Dubai.

New category

A new design category will launch in 2011, to recognise creative excellence and the innovative use of design as a lever to influence consumers and its use as an aid to the communication of brand and product messages. This new competition will complement the existing categories of film, outdoor, print, radio, interactive, direct, promo & activation, media, integrated and craft.

"We are looking forward to putting on another Dubai Lynx festival. Building on our reputation of neutrality and meticulous judging procedures, which together with a new festival venue, the launch of the Design category and a world-class learning programme, 2011 should be an exciting year for the MENA region," says Steve Lane, Dubai Lynx Festival director.

For further information about the 2011 Dubai International Festival, go to www.dubailynx.com.