

LIA adds Pum Lefebure to Creative LIAisons programme

Pum Lefebure, co-founder and CCO of Design Army, Washington returns as a speaker to the London International Awards' Creative LIAisons programme, having chaired the 2016 Design & Package Design Jury and spoken to approximately eighty-five young creatives at last year's LIAisons.



Pum Lefebure, co-founder and CCO of Design Army.

“It’s always great to be back to speak at Creative LIAisons,” says Lefebure. “I love that LIA is giving back to our industry by using award entry fees to fund the young professionals from around the world to come to Las Vegas. With an intimate setting, they learnt from the best in advertising and design. In return, I learned as much from them as they did from industry leaders. The youth is our future of creativity and it’s our job to inspire them to thrive in our ever-changing industry.”

Lefebure, a member of The One Club’s Board of Directors, was featured prominently in H&M’s 2016 ‘She’s A Lady’ campaign, which put the spotlight on successful and trendsetting women shifting gender paradigms throughout numerous industries.

“We are happy to have Lefebure in Las Vegas this year. She’s been wonderful in the past as a juror, jury president and speaker,” says Barbara Levy, president of LIA. “All of our 2017 speakers have one thing in common. They all believe that the investment that LIA makes in Creative LIAisons is an invaluable investment in the future of the industry. In an era when award budgets are being cut, due to less revenue, LIA is proud that we can continue to provide the industry with this fully funded programme; the opportunity to bring together the world’s brightest minds from all corners of the globe in order to inspire, educate and exchange ideas with creatives in the top of the industry.”

Creative LIAisons will be held at Encore/Wynn, Las Vegas from 4-7 October 2017. For more information, click [here](#).