

Asian Marketing Effectiveness Festival: 12-13 May 2011

SHANGHAI, CHINA: The Asian Marketing Effectiveness Festival, a joint venture between Haymarket and the International Advertising Festival, will take place 12 and 13 May at the Pudong Shangri-La hotel in Shanghai, China.



The Asian Marketing Effectiveness Festival is attracting senior marketers, heads of agencies, brand pioneers, consumer and customer insight professionals and media owners.

During the two-day festival, delegates will have opportunities to learn and be inspired by the greatest minds in the field, see showcases of the best in marketing effectiveness, and honour the winning work at the Asian Marketing Effectiveness Awards ceremony. This year's theme of 'unpacking effectiveness' will set about to examine what effectiveness means in the modern day marketing environment.

The content programme for 2011 is being devised in collaboration with the festival's content committee of 10 leading industry figures led by Charles Wigley, chairman of BBH Asia. A series of topical seminars and breakout workshop sessions will take place during the two-day event.

Open for entries

Entries for the 9th Asian Marketing Effectiveness Awards, which form part of the festival, can now be submitted at www.ame.asia. Judged by a panel of industry experts, the winners will be announced at the awards ceremony on the evening of 13 May 2011 at the Pudong Shangri-La, honouring effective brand building from the Asia-Pacific region. In 2010, over 400 submissions were entered into the AME awards making it the largest regional marketing effectiveness competition in the region.

"Building on the importance and prestige of the AME awards, the Asian Marketing Effectiveness Festival will offer attendees a learning and discussion forum for marketing effectiveness and brand development as well as a networking platform for the industry," said Tim Waldron, managing director of Haymarket Asia. "We look forward to working with Cannes Lions, our joint venture partner in developing another great event for the region," he added.

Register to attend the 2011 festival on www.ame.asia.

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