

AME Festival: Register now

SHANGHAI, CHINA: Delegates wishing to attend the Asian Marketing Effectiveness Festival, at the Pudong Shangri-La hotel in Shanghai, China, 12 and 13 May 2011, can now register. This year, the Asian Marketing Effectiveness Festival and Awards are organised under a joint venture between Haymarket and the organisers of Cannes Lions.



The organisers are committed to build the event into Asia's largest forum for marketing effectiveness where senior marketers, head of agencies, brand pioneers, consumer and customer insight professionals and media owners have opportunities to learn and be inspired by the greatest minds in the field.

To ensure festival content that is both relevant and high quality, the 2011 programme is being devised in collaboration with the festival's dedicated content committee, comprising 10 leading industry figures. Leading the committee is Charles Wigley, chairman of BBH Asia. Delegates will have the opportunity to see and learn from a series of 16 topical keynote speeches which will take place during the two-day event.

Discussion platform

Along with access to the full two-day programme, registered delegates can attend the 9th Asian Marketing Effectiveness Awards Gala Dinner taking place on the evening of 13 May 2011. A true celebration of the region's achievements and collaborative efforts of client marketers and agencies, the awards will reveal this year's winners whilst showcasing and recognising the best of effectiveness from the Asia-Pacific 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, MD 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 now to take advantage of the special early bird discount which is available until 15th March and makes a full delegate registration just US\$550. Registrations made after this date will cost US\$700.

Entries for the 9th Asian Marketing Effectiveness Awards, which form part of the festival, can now be submitted at ame.asia. In 2010, over 400 submissions were entered into the AME awards reputedly making it the largest regional marketing effectiveness competition in the region.

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