

WFA, ANA announce keynote speakers for Global Marketing Conference

NEW YORK, US: The World Federation of Advertisers (WFA) has unveiled the provisional agenda and speakers for its 2012 Global Marketing Conference, which will be held in New York City on 14 March 2012.



The event, which is being co-hosted with its US member, the Association of National Advertisers (ANA), brings together - for the first time - what are reputed to be the world's biggest marketers in the world's biggest ad market.

The Global Marketing Conference will seek to inspire US marketers with examples of great brand communications from around the world, while also helping international colleagues gain insights from the US that can be applied in other markets in order to drive growth.

Confirmed speakers include:

- Chris Burggraeve, global CMO, Anheuser-Busch InBev and WFA president
- Luke Dowdney MBE, CEO and founder of Luta
- Nicholas Kristof, two-time Pulitzer Prize winner and columnist for the *New York Times*
- Marc Menesguen, managing director Strategic Marketing Department & Global CMO, L'Oréal, and
- Joseph Tripodi, chief marketing and commercial officer at The Coca-Cola Company

The Global Marketing Conference is the centrepiece of the WFA's Global Marketer Week, which also includes a number of events open to the public. The WFA's Project Reconnect will continue to reach out to consumers with a view to developing new ground rules for brand communications in the digital age while WFA partner Contagious will host a unique event to showcase some of the most important ideas in global marketing communications.

Said Stephan Loerke, WFA managing director; "The US has always been a centre of marketing excellence. However, with the shift in global ad spend to emerging markets, we have long noticed great, innovative ideas and strategies coming from outside the US. We hope to bring some of the best of the rest to the US in order to share and celebrate global best practice in brand communications."

The full programme for Global Marketer Week can be found at [wfanet.org/nyc](https://www.wfanet.org/nyc).

More information at www.wfanet.org.

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