

Spikes Asia counts down to three unmissable days

SINGAPORE: Taking place in under two weeks, the Spikes Asia Festival of Creativity, Asia Pacific's premier event for the creative communications industry, is set to offer its biggest content programme to date across an unmissable three days.



Industry greats will be taking to the stage to deliver over 30 seminars throughout the Festival. Highlights will include the 'DDB Presents. . .' seminar which sees Television Pilot Director, David Nutter, director of sixteen TV pilots that include The X-Files, Homeland, The West Wing, ER and The Sopranos, taking delegates behind the scenes to illustrate his directing techniques and the materials that audiences connect to emotionally. Ogilvy & Mather's Worldwide Managing Director Fergus Hay will be joined by guest speaker Sir Jackie Stewart, former Formula One champion, to tell his story of becoming one of the greatest pioneers for development across multiple disciplines within Formula One.

Further sessions will come from the likes of John Mescall, Executive Creative Director of McCann's multi-award winning 'Dumb Ways to Die' campaign; Eric Solomon, Head of Global Insights & Strategy of The Zoo@ YouTube, which will include a performance by hip hop and dubstep street dancer Marquese Scott; Richard Summers, Head of Strategic Planning at Anomaly Shanghai; Johnny Hornby, Founding Partner, and Jon Burley, Executive Creative Directive & Managing Partner of CHI&Partners; Rei Inamoto, Chief Creative Officer and Vice President of AKQA; and Twitter's Aliza Knox, Head of Online Sales APAC, who will look at Creativity 'In the Moment' featuring a discussion on a successful SingTel campaign with Miguel Bernas, Director of Digital Marketing, SingTel.

Also taking to the stage will be all Spikes jury presidents - Tham Khai Meng, Mike Cooper, Jose Miguel Sokoloff, Lynne Anne Davis and Lo Sheung Yan.

Elsewhere at the Festival, forums will offer an exploration into three important themes: Creative Talent Management, Consumer Insights and Understanding People and Creativity in Social. These smaller, dynamic sessions will be taken by speakers that include, Andy Wilson, Head of Strategy for BBDO Asia Pacific; Rebecca Swift, Global Head of Creative Planning for istockphoto; and Peter Vegas, Senior Writer, and Matt Williams, Creative, both of Draftfcb. Introducing a new line of content to the Festival for 2013, Tech Talk sessions will see six curated talks given by leaders of APAC's most forward-thinking digital media and marketing companies and will include talks given by Trinx, Videology, Amobee and more.

Aside from the invaluable content on offer, attendees will also benefit from the chance to see the greatest work currently coming out of the region. Exhibitions and screenings of the shortlisted work will provide inspirational insight whilst the

Spikes Asia Awards Ceremony, taking place at the close of the Festival, gives delegates the occasion to celebrate and honour stand out work from the 2013 entries.

Offering insight into production and technology, two dedicated areas will showcase the latest innovations from these industries. Launching this year, the Production Zone will provide a platform for post-production solutions as well as studio equipment, whilst Innovasia, returning for a third year, will display the new wave of breakthrough technology-based products coming out of Asia and beyond.

A huge part of the Festival and Awards is the chance it gives for essential networking. Spikes Nights will kick-start with welcome drinks on Sunday evening hosted by Cannes Lions and Campaign APAC.

On the Monday and Tuesday of the Festival, the day's programme will come to a close with happy hour drinks at the venue's bar, sponsored by MediaMonks. The return of the ever-popular Networking After Dark this year sees agencies Bates CHI, JWT, Lowe Asia Pacific, McCann Worldgroup and VivaKi hosting five parties on Monday, whilst the awards will be held at the Marina Bay Sands on Tuesday and followed by celebrations at the After Party, sponsored by Leo Burnett, taking place at Avalon nightclub.

A large part of Spikes Asia is the investment in the future of the industry which is encouraged through a series of competitions and academies. Young Spikes competitions see the next generation battling it out in Integrated, Media and Agency Shoot Out competitions. Devising campaigns to fit briefs provided by charities, their work is judged by industry experts before one deserving team from each competition takes home the honour of receiving gold. Academies, offering tailored and intensive training to select groups of young professionals, will this year include the Young Creative Academy, Young Marketers Academy and the new Young Account Executive Academy and Young Media Academy. Also new for 2013, is a dedicated master class programme giving the younger generation an opportunity to get up close and personal with some of the biggest industry names to benefit from their experience.

Delegate registration for Spikes Asia is still open with more information on packages, how to register and how to be a part of it available on the website at www.spikes.asia. The Festival takes place from 15-17 September at Suntec in Singapore.

Key 2013 dates

Delegate Registration: Open

Entries Deadline: For late entries please contact entries@spikes.asia

Festival Dates: 15-17 September 2013

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