

2011 CONFERENCE AT-A-GLANCE

FRIDAY 28TH OCTOBER 2011

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| BILL GALLAGHER ROOM | | BREAKOUT ROOM | |
| 08:00AM onwards | Registration | | |
| 09:00AM – 09:10AM | Conference Opened By PromaxBDA AFRICA 2011 Chairman from the SABC | | |
| 09:10AM – 10:00AM | BET THE (RE)BIRTH OF A BRAND By Michaela angela Davis Proudly brought to you by SABC | 09:15AM – 10:00AM | |
| 10:00AM – 10:30AM | Morning Tea Brought to you by SABC | | |
| 10:30AM – 11:30AM | BRANDSPANK BOMAYE! By Steve Thomson & Kurt Bradley | 10:30AM – 11:30AM | DO YOU KNOW WHAT YOU ARE WORTH? PART ONE – SITTING ON A GOLDMINE By Alan James & Jo Wilkinson |
| 11:30AM – 12.30PM | DESIGNING IN BRAZIL, FOR BRAZIL AND THE WORLD By Mateus De Paula Santos Proudly brought to you by Clearwater | 11:30AM – 12.30PM | GET WITH THE PROGRAM! SUPERCHARGE YOUR PROMOS BY USING THE PROGRAMS' 'NEUROSTATE' By Peter Pynta |
| 12:30PM – 1:30PM | Lunch Brought to you by e.tv | | |
| 1:30PM – 2:30PM | AROUND THE WORLD IN 60-MINUTES [PACKED WITH GLOBAL GOODNESS] By Bron Dean | 1:30PM – 2:30PM | DO YOU KNOW WHAT YOU ARE WORTH? PART TWO – MAKING EVERY CENT COUNT By Alan James & Jo Wilkinson |
| 2:30PM – 3:30PM | DIRECTING TALENT By Marice Tobias | 2:30PM – 3:30PM | WHO WANTS TO REBRAND By Liz Dunning Proudly brought to you by Mnet & DStv |
| 3:30PM – 4:00PM | Afternoon Tea Brought to you by Top TV | | |
| 4:00PM – 5.00PM | Q & A WITH MICHAELA ANGELA DAVIS Proudly brought to you by SABC | 4:00PM – 5.00PM | |
| 5:00PM – 5:45PM | Pre-Awards Drinks Brought to you by Supersport International | | |
| 5:45PM – 7:30PM | PromaxBDA AFRICA 2011 Awards Show Brought to you by SABC | | |
| 8:00PM – 11.00PM | Awards After Party at Cocoon Proudly sponsored by Mnet/DStv | | |
| Note: Sessions and times are subject to change without prior notice. | | | |