

Gordon Patterson shares his experiences of the 2007 Cannes Advertising Festival

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On 13 June 2007, some 25 media and communication experts from around the world descended on the small French seaside town of Cannes for the 54th Cannes Media Lions. This venue, known for its celebrity status and extravagant lifestyle, lived up to its reputation.

The Media Lions competition attracted the largest entry ever, with over 1600 entries from 60 countries entered into the 23 categories and an expected 9000 guests attending the awards.

Please join **Gordon Patterson**, who will share his experiences from the 2007 judging panel with us, as we discuss insights and feedback from the prestigious annual Cannes Advertising Festival. Gordon will take a closer look at winning creative media, what makes a good entry and how to enter and win a Cannes media award.

With over 25 years experience in the media industry, Gordon Patterson is MD of Starcom and an active and outspoken media professional, well-known for his passion for insight, strategy and creativity. He is currently deputy president of the ABC and a past chairman and active member of the Advertising Media Forum (AMF).

Meeting details:

Date: 29 August 2007

Location: Winchester Mansions Hotel, 221 Beach Road, Sea Point, Cape Town

Tel: +27 21 434 2351, <http://www.winchester.co.za/location.html>

Time: 17:15 for 17:30

Cost: Members free, R50 for non-members & R25 for students

Contact: Lee Anne Mostert, 021 685 3838,

The primary focus of AMASA (Advertising Media Association of South Africa) is the education of people with an interest in the media, marketing and advertising industry, with a view to improving knowledge and skill in media decision making techniques and their use. For more info on AMASA please visit www.amasa.org.za.

Editorial contact

Natasha Liebenberg

Meier & McEwen Marketing and Media

Tel: 418 8966

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