[SUBJECT] Get Ready to Create What’s Next | PromaxBDA: The Conference  
  
[HEADER] Only 8 Weeks until PromaxBDA: The Conference!  
  
What's next? Who's Next? Can we take it to the next level? Questions everyone in entertainment marketing is asking. How do we connect today's audiences to tomorrow's "NEXT"?

Promax/BDA has assembled some of the industry-leading keynote speakers, paving the way for What's Next. Introducing the Next Four:  
  
[PHOTO]  
Chris DeWolfe – CEO and Founder, SGN

DEVELOP WHAT’S NEXT  
From the launch of MySpace to the launch of his own space at SGN, he always had his head in the game. Now as founder and CEO of a leading multiplatform game developer, the games are what have him at the head of the creative class.

[PHOTO]  
Frans Johansson — Acclaimed Entrepreneur, Speaker & Author - “The Medici Effect”

WRITE WHAT’S NEXT

Hold on tight, as one the most sought after keynote speakers on the planet takes you on high-speed ride to The Intersection, where diversity meets innovation. His breakthrough concepts have transformed organizations and cultures by creating the “Next” generation of creative thinkers.

[PHOTO]  
Lauren Zalaznick — Founder, LZ Sunday Paper  
DRIVE WHAT’S NEXT

She left NBCUniversal to pursue her passion, media. Now, she has everyone wondering what is Next for one of the “Time 100: World’s Most Influential People”. From small startups to large corporations, she is one of the leading voices for women in the media industry today. Come hear how the other half thinks.  
  
[PHOTO]  
Scott Thomas — Designer/Founder, Simple. Honest. Work.  
DESIGN WHAT’S NEXT

Keeping it simple…isn’t stupid. Not to SimpleScott, as he is known. As Design Director for the Obama campaign he brought smart design and colorful art to the dark gray world of politics. He lives to tell about it in his self-published chronicle, Designing Obama.

Stay tuned...to see Who's Next in the full keynote speaker line-up!  
  
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The best in entertainment marketing are coming to The Conference.  
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