Title: PromaxBDA Sizzle Fall

Version: 2:00

Company: Lucky 41 Productions

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| Video | Audio |

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| (GFX Only)  **We Are…Creators.**  **We Inspire**  **As a Creative Community…**  **We Innovate**  *Content on Demand*  **We harness What’s NEXT**  **We are Leaders…**  *Thrive (important)*  *Mentoring*  *Diversity Council*  **And Mentors**    *Promo Pathway*  *Academic Partnership*  **Are you ready too…**  (Countries of conferences)  **Create What’s NEXT**  **Promaxbda** | Steve – It’s Amazing! (00:19:00)  Lee – Promax is a place where you can see people that do what you do… and see amazing work that’s done all around the world. (00:01:00)  JGL – The first image they really see is the marketing. It really is part of the art. (24:35:00)  Steve – it’s the premier destination to give you those tools techniques and expertise (04:15:00)  Scot – When we think we understand what’s going on it changes again. (15:00:00)  Steve – From the rise of broadcast, the shift to cable, the move from post houses into desktop, now the inflexion point from linear to digital (00:49:00)  Laura Z – it’s deploying that experience in service of the new value…as opposed to holding on to the old at any cost (32:27:00)  JGL – Media is going to be something more like a conversation because that’s really the history of human communication (28:18:00)  Scot –There’s so much happening now with platforms and marketing trends, we’re all related. It’s a great community, a great ecosystem. (18:02:00)  Lee – Promax BDA extends way beyond a few days and a conference. Things like Daily Brief, that keep you up to date (01:30:00)  Franz – Diversity drives innovation…Anything that gives you a different take on a particular opportunity or challenge.  (23:40:00)  Steve – if it’s social, digital, streaming (00:02:10)…whether it’s a Millennial or a GenX or a Boomer. How do we communicate to them effectively? (00:02:43)  Scot – There is a great energy in the organization and the membership too (19:35:00)  Steve – Now more than ever, our membership is desiring professional development, leadership, crafts, tools, techniques (01:31:00) |