[SUBJECT] Get Ready to Create What’s Next | PromaxBDA: The Conference  
  
[HEADER] Only 7 Weeks until PromaxBDA: The Conference!  
  
  
What’s Next? Promax/BDA has taken it to the Next level! Tap into the minds of today’s best creatives and marketerswith these sessions that educate, challenge and prepare you for tomorrow’s “NEXT”.

STREAM WHAT’S NEXT  
Evan Shapiro – NBCU, Matthew Evans – NICK, Christy Tanner – TBD

**There’s An App For That – Revolution in Content Delivery**

While cable providers are bundling and merging, more and more the consumers are"cord-nevers". If it can’t be seen on the laptop, phone, tablet, or watch, then you’re out of the scene. Streaming is the new mainstream. Are you ready?

BINGE WHAT’S NEXT

**Binge Viewing: Best Practices for Marketing**

Consumers are cancelling their appointment viewing in favor of binging. As a marketer, you need to press the pause button long enough to get the attention of the audience. Brand integrations, social communities,  2ndscreen added value…or is it all just noise?

BRAND WHAT’S NEXT

[PHOTO] Charlie Mawer – Executive Director, Red Bee Media

**Future-Proofing Your Next Rebrand**

Audiences have changed but your brand hasn’t…time for a re-brand!  This high-powered session will guide you through the sea of content navigation. Future-proofing your brand identity from the NEXT wave of scrolling, swiping, clicking and streaming.

TRANSFORM WHAT’S NEXT

[PHOTO] Will Travis – CEO and Global Senior Partner, Sid Lee USA

**“Transformation” – a Do or Die Agenda**

All traditional boundaries have faded away. Marketing, design, content, advertising…they are all just shades of digital. Giving the consumer a MEANINGFUL HUMAN EXPERIENCE, that’s transformational. What is your Transformation Agenda?

Stay tuned...to see What's Next in our session line-up!

SEND US YOUR BEST WORK!

Dan Bragg-SVP marketing, Science & Mark Valentine-Creative Director + Owner, ANATOMY

**Hot Spots Showcase**  
One of the most exciting sessions, featuring the most creative work produced over the past year.  Submit your work to be part of this year’s Hot Spots Showcase! Deadline for submission is X***.***  See [www.promaxbda.org](http://www.promaxbda.org) for full details.

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