

PromaxBDA Adds Award-Winning Filmmaker Robert Rodriguez as Keynote Speaker For 2014 Conference In New York

LOS ANGELES, Calif.—April 17, 2014—PromaxBDA, the leading global association for promotion, marketing and design professionals in the entertainment industry, today announced Robert Rodriguez will join Tom Freston and Shane Smith as a Keynote speaker at PromaxBDA: The Conference 2014, June 10-12 at the New York Hilton Midtown. The annual event is the one and only place marketing, promotion and design executives in the entertainment industry gather as a global community to share ideas, discover cutting-edge marketing techniques and be inspired by the brightest luminaries in the industry.

Robert Rodriguez, award-winning film director, screenwriter and producer, is best known for his movies “Desperado” and “From Dusk Till Dawn.” He is also the Founder and Chairman of El Rey Network, the new genre-busting English-language cable network. He has been a trailblazer for not only the entertainment industry, but also for aspiring video content creators. In 2000, Rodriguez founded Troublemaker Studios, an Austin, Texas-based production facility of which includes a world-renowned visual effects house, music and publishing arms and was recently homebase for El Rey Network’s first original scripted production, “From Dusk Till Dawn: The Series,” which currently airs Tuesdays at 9pm ET/PT. In 2010, he launched Quick Draw Productions, a development, production and financing company producing his own media projects across film, television, gaming and interactive platforms.

“Telling stories in a unique and compelling way has always been my goal,” said Rodriguez. “Part of my process is connecting with wide audiences using unconventional and innovative methods. It’s an exciting time for artists to utilize technology to share their stories and something I’m looking forward to speaking about at the event.”

El Rey Network (www.elreynetwork.com) is a general entertainment cable channel targeting men 18-49 with a focus on millennials (18-34) and is inclusive of America’s growing Latino community. Curated by Rodriguez and his artistic collective, the network unites the most culturally diverse generation in history through fearless and original content that awakens the renegade in everyone. El Rey Network already greenlit a sophomore season of “From Dusk Till Dawn: the Series” and is currently in production on its second original scripted drama, “Matador,” premiering in July.

“Robert is well known in the entertainment industry as an innovator,” said Jill Lindeman, Senior Vice President PromaxBDA. “His ability to constantly reinvent his work while remaining relevant across multiple cultures and platforms is unprecedented. Conference attendees will have the opportunity to learn about what drives Robert’s incredible insight, creativity and vision.”

The Conference features speakers, breakout sessions, creative presentations, panels and workshops for every career stage in the marketing, promotion and design industry. On closing night of The Conference on June 12, The 2014 PromaxBDA Promotion, Marketing and Design Awards will recognize creativity and excellence in media marketing. The awards ceremony will celebrate the most compelling and innovative work from around the globe.

For more information or to attend, please visit promaxbda.org, and for PromaxBDA: The Conference 2014 updates, speaker information and promotions, follow PromaxBDA on Twitter @PromaxBDA and Facebook at [facebook.com/PromaxBDA](https://www.facebook.com/PromaxBDA).

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.