

****MEDIA ALERT**MEDIA ALERT**MEDIA ALERT****

promaxbda

PROMAXBDA: THE CONFERENCE 2012 - JUNE 12-14 IN LOS ANGELES

WHO: Lifetime Achievement Award honoree Betty White to be interviewed by E! News Managing Editor and Anchor Giuliana Rancic; Ryan Murphy, creator and producer of *Glee* and *American Horror Story*; Film and Television Actor Charlie Sheen, Star of the Upcoming FX Network series *Anger Management* to be Interviewed by *Access Hollywood* Anchor Billy Bush; Keynote speaker Jonah Lehrer, Contributing Editor, *Wired*; Creative Keynote Speaker Bruce Mau, Co-Founder, Massive Change Network; Speakers John Landgraf, President & GM, FX Networks; Kay Madati, Head of Entertainment Marketing, Facebook; Pam Kaufman, CMO, Nickelodeon Networks & Tom Kenny, Actor/Comedian and Voice of SpongeBob SquarePants; Suzanne Kolb, President, E! Entertainment; Chris McCumber, Co-President, USA Network; Paula Kerger, President and CEO, PBS; Amy Winter, General Manager, TLC; Click [Speakers & Sessions](#) for the full list.*

***NOTE:** Individual interview requests outside of PromaxBDA representatives should be directed to the speaker's representative prior to the event. While PromaxBDA cannot guarantee interviews on site, credentialed press will have an opportunity to obtain general session event coverage upon confirmation. Photography is not permitted in the ballroom session, photos available upon request.

WHAT: [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, hosts the [2012 Conference](#) that features a dynamic roster of speakers, panelists and sessions and provides an exclusive look at the most compelling, innovative and eye-catching creative work from around the globe, covering the breadth of the entertainment industry. For more information, please visit promaxbda.org and for [2012 Conference](#) updates, speaker information and promotions, follow PromaxBDA on Twitter [@PromaxBDA](#) and Facebook at facebook.com/PromaxBDA.

WHEN: TUESDAY, JUNE 12 – THURSDAY, JUNE 14, 2012

WHERE: JW MARRIOTT at L.A. LIVE, 900 WEST OLYMPIC, L.A., CA 90015

CONTACT: R.S.V.P. by June 9, 2012 via email to liza@promaxbda.org - **PLEASE SPECIFY THE FOLLOWING WHEN REQUESTING A PRESS CREDENTIAL:**

- Review the [SCHEDULE](#) to request sessions/date coverage.
- Send complete contact information including cell/office contact
- Include any crew/film equipment requests for clearance, as some restrictions apply.

Press Check In Times & Credential Pick up Location will be sent prior to the Event upon confirmation.

About PromaxBDA

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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