

2nd Interactive TV Advertising Show 2005 focuses on advertisers

The second annual Interactive TV Show, organised by Junction, will take place on 24 and 25 May 2005 at the Earls Court Conference Centre in London, UK, to discuss the development of interactive advertising. Bizcommunity.com is the proud South African media partner.

The two day event will also give an overview on iTV advertising with a large range of case studies from leading global advertisers Daimler Chrysler, Toyota and Vodafone. The high profile speaker line up includes Richard Fyffe, General Manager iTV, Multichoice SA; Robert Leach, Head of Interactive Services, Sky Interactive; Debby Mullen, VP New Media, Cox Communications, USA and many more.

The Interactive TV Advertising Show is broadly aimed at industry leaders in advertising, agencies, broadcasting and platforms with an interest in discussing emerging issues in the interactive market:

- Day 1 will focus on brand building and worldwide benchmarking.
- Day 2 will provide an insight into direct response and research.

At Junction's previous Interactive TV event, Jo Thomas, Marketing Media Manager, Reckitt Benckiser, said: "It is very difficult to benchmark your campaign and to establish whether or not it has been successful."

Supported by leading industry organisations, including the DMA, IPA, IAA, DTG, ITA, IAB, and Pact, the conference also has the backing of high profile speakers from the major players in the market so far including:

Debby Mullen, VP New Media, Cox Communications, USA
Rich Forester, VP New Business, Direct TV, USA
Bob Wootton, Director of Media and Advertising - ISBA
Richard Fyffe, General Manager iTV, Multichoice SA
Francois Loubser, Vice President marketing Communications, Toyota SA Motors
Mike Colling, Managing Director, Mike Colling and Company
Damon Letzer, Interactive Business Controller, Five and Advertiser
Andy Benningfield, Associate Director/Head of TV, BJK&E
Steve Gray, Marketing Director, Daimler Chrysler UK
Robert Leach, Head of Interactive Services, Sky Interactive
Andrew Howells, Managing Director, Zip Television
John Williams, Wunderman and Advertiser

Peter Birch, Head of Interactive, ITV

Merlin Inkley, Head of Airtime, Channel 4

Mark Brown, Managing Director, Weapon 7 and senior representative from Virgin

For further information please visit: www.interactive-tv-advertising.com.

Junction Ltd is a full service marketing communications agency helping you develop enriching relationships with your customers and driving the results of your business. Junction has strong roots in the interactive TV, wireless and connected home markets, and undertakes a variety of different marketing, PR and event management projects. More information at: www.junction-group.com. Other events organised by Junction, include the IPTV World Forum; the Digital Radio Show; the Connected Home; and the Connected Home Care.

For more, visit: <https://www.bizcommunity.com>