

# Key industry speakers lined up for 2nd Interactive TV Advertising show

With worldwide iTV markets looking for significant growth in 2005, the 2nd Annual iTV Advertising Show, 24 - 25 May 2005 at Earl's Court, London, will feature speakers from around the globe, including South Africa. Bizcommunity.com is the South African media partner for the event.

The first day of the show will examine the impact iTV advertising will have on branding, how campaigns are being benchmarked worldwide, and the impact that PVR's and on-demand TV will have on advertising strategies.

The second day will focus on Creativity, Direct Response and Research. Agencies are working with advertisers in a variety of ways to develop campaigns. This is yielding new focus on how accountable and effective interactive TV is for direct response, and therefore how the medium is measured.

The Interactive TV Advertising Show will also be supported by an exhibition of leading iTV advertising companies, and is partnered with the D&AD iTV advertising awards on the 25 May 2005.

## Key speakers are:

*Helene Venge, Head of Digital Marketing, Levi's:* Promoted to her current role after a year as Global Product Manager, she is responsible for developing the Levi's brand across digital media and channels to ensure the brand is always at the cutting edge of digital communication.

*Debby Ruth, VP New Media, Cox Communications:* Ruth is VP Sales Development and Advanced Advertising for Cox Media, the media sales division of Cox Communications. She leads the marketing, research, national sales and advanced advertising departments.

*Richard Fyffe, General Manager iTV, Multichoice SA:* Fyffe is responsible for all data broadcast on the DStv platform (which includes weather, sports, news and games channels), the development of interactive advertising and enhancements to traditional programming.

*Ian Armstrong, Manager Customer Communications, Honda UK:* Since July 2003, Armstrong has been responsible for the brand communications of Honda UK, ranging from advertising to brochure production for the car business, helping to turn Honda into one of the most noticeable car brands in the UK.

*Other speakers at the event include:*

Navine Dayal, Head of Advertising, Landrover  
Sheryl Norman, Head of Media and Marketing Assets, Coca Cola  
Simon Lloyd, Head of Marketing, Nokia  
Richard Forester, VP New Media, Direct TV, USA  
Bob Wootton, Director of Media and Advertising, ISBA  
Andy Benningfield, Associate Director/Head of TV, BJK&E  
Stephen Gray, Marketing Director, Daimler Chrysler UK  
Robert Leach, Head of Interactive Service, Sky Interactive  
Andrew Howells, MD, Zip Television  
John Williams, Creative Director, Wunderman  
Ben Curwin, Senior Product Manager, Virgin  
Peter Birch, Head of Interactive, ITV  
Mervin Inkley, Head of Airtime, Channel 4  
Andy Craig, Brand Director, Grolsch  
Mark Brown, Managing Director, Weapon 7  
Chris Moreton, CEO, Press Red

For further information on this event please visit:

<http://www.interactive-tv-advertising.com>.

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