

Dates finalised for Dubai Lynx Festival 2008

The second Dubai International Advertising Festival, incorporating the Dubai Lynx Awards, will take place 15 - 17 March 2009 at The Palladium, located in Dubai Media City. The festival is a creative advertising event and awards for the Middle East and North Africa.

The three-day Dubai International Advertising Festival, Dubai Lynx, includes a seminar programme featuring top international speakers, a series of topical workshops, a young creative competition, exhibitions and screenings of all the entries and culminates in the Dubai Lynx Awards ceremony.

"The first festival saw some of the best creative advertising people in the world speak. The second Dubai International Advertising Festival will be just as powerful, bringing to the region insightful world leaders from which to learn and be inspired," said Dubai Lynx festival director, Steve Lane.

Delegates wishing to attend the Dubai Lynx Festival will be able to register online at www.dubailynx.com from 4 November and entries can be submitted in the categories of Print, Direct (incorporating Sales Promotion), Outdoor, TV/Cinema, Interactive, Radio, Integrated and Media from 2 December 2008.

More than 700 delegates came to the 2008 festival and 1600 attendees joined in the awards ceremony celebrations. Over 2000 entries were judged by international industry professionals with 181 winning the coveted Dubai Lynx trophy.

Gulf News will once again be the headline sponsor for the 2009 event.