

## First Dubai Lynx 2009 jury presidents announced

Richard Beaven, Worldwide CEO of Initiative, and Dylan Taylor, BMF direct creative director, have been appointed media jury president and direct, sales promotion and interactive jury president respectively for the third Dubai Lynx awards, which honours creative advertising and communications in the Middle East and North Africa.

Richard Beaven, an international marketing, advertising and media expert is responsible for leading Initiative's worldwide strategy and operations. Working with a host of top clients, he is attributed to bringing innovative approaches to the position. "Media is now taking centre stage in communications in MENA. I'm looking forward to seeing the outstanding media ideas and results coming from one of the world's most vibrant regions," said Richard on his appointment as media jury president.

An experienced judge of many awards, Dylan Taylor, now based in Australia, has also worked in the UK, Dubai and Bahrain, and has picked up many awards himself along the way. Commenting on his role as direct, sales promotion and interactive jury president, Dylan said, "I'm really excited to come back to the Middle East, it's such a vibrant place. It will be great to see how the work has progressed, and I'm looking for some standout pieces that cement the region's place on the creative map."

Both Richard and Dylan will each lead international jury panels, professionals in their fields.

Philip Thomas, CEO of Cannes Lions, organisers of Dubai Lynx said, "We are truly delighted to have Richard and Dylan onboard to chair these two juries and I'm sure that their leadership skills, international experiences and knowledge will add to the burgeoning reputation of the Dubai Lynx as the foremost creative awards in the region."

Entries for the 3rd Dubai Lynx awards open on 2 December 2008. The 2nd Dubai International Advertising Festival will take place 15 - 17 March 2009 at The Palladium, located in Dubai Media City.

To register and for more information go to [www.dubailynx.com](http://www.dubailynx.com).