

## Simon Sylvester keynote speaker at 2009 APEX Awards

Y&R UK's Simon Sylvester will deliver the keynote address at the 2009 APEX Awards gala, followed by the awards announcements. The banquet takes place on Thursday, 21 May 2009 at the Vodadome at Vodaworld in Midrand, South Africa.



Simon Sylvester, Y&R UK

According to Odette Roper, CEO of the Association of Communication and Advertising (ACA), the entrants are all on tenterhooks as judging closed several weeks ago in all categories. "To maintain the standard of adjudication, we had a high calibre adjudication panel comprising of captains of industry, top marketers and researchers."

"We enjoyed a tremendously positive response - double the number of entries and quite a demand for tickets to the gala event, which is almost sold out," said Roper.

APEX 2009 is sponsored by the SABC and IDC with contributions from Joe Public, Pump Brand Ideas, Gendel Advertising, Y&R, Corporate Constellations, SA Breweries, Robertson Winery, AVL Productions, Urban Brew Studios and Pernod, Ricard.

Tickets to the APEX 2009 gala event, can be booked online at [www.acasa.co.za](http://www.acasa.co.za) via the APEX link.