

Peter Bidenko for Loeries jury

The Loerie Awards has announced that Peter Bidenko will be Jury Chair of the Experiential panel for 2008. Bidenko is the creative director of Tequila in Australia.

Bidenko is one of the most experienced and awarded direct marketing creative directors in Australia, winning the WON Report's most awarded worldwide campaign two out of the last three years, ADMA Grand Prix twice in the last five years, 10 Cannes Lions, the Diamond Echo and Best in Show at the AsiaDM, among others.

He is also head of judges for Asia at the Caples Awards in New York and has been chairman of judges at ADMA, as well as judging the Cannes Lions.

"Having judged many international awards, there are some great things coming out of your country," he says. "It seems to be a very mature market and has a lot of vibrancy. The South Africans I've met have all been very good at their jobs, which is a sign of excellent training."

Tickets go on sale

Bookings are officially open for the Loeries Festival Weekend ticket sales, Margate, 25 – 28 July 2008. VIP tickets include access to the VIP Lounge throughout the day on Saturday and Sunday, as well as access to all VIP areas during the awards ceremony and after-parties. The awards will be held on the Saturday and Sunday evenings and tickets are available for either evening - or a weekend pass for both nights.

For more: www.theloerieawards.co.za.

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