



AD'OR 2005 - workshops, exhibition & Awards Gala schedule

**24-28-th of May, 2005 - WTCB
& Plaza**



Day #1 - 24-th of May, Tuesday - Opening Day & The Craft of Advertising

11:30	Seoul 60 pers.	Press conference	>Ad'Or 2005 Committee, Jury & BMG
13:00	WT Plaza	Exhibition opening + Cocktail	>World Trade Plaza - exhibition program: -24.05.2005: 13:00 - 20:00 hours -25-27.05.2005: 12:00 - 20:00 hours
14:30- 16:00	Seoul+Mexico 100-120 pers.	Photography in advertising >case studies >how to work with an agency	>Moderatori: Adrian Botan - McCann Erickson & Rachad El Jisr - BMG >AD photographers: Cosmin Bumbut, Carioca, Hirit
16:30- 18:00	Seoul+Mexico	Director's cut >the making of a TVC - projections (2-3 directors + 2 creatives) >link TVC - creativity	>Moderator: Bogdan Naumovici >AD directors: Cristi Puiu, Radu Muntean, Tudor Giurgiu, Viorel Mihalcea, Octavian Segarceanu, ... >Art & Creative Directors: ... >students from last year: Porumboiu, ...
18:30- 20:00	Seoul+Mexico	Radio for art directors	>Tony Hertz - Creative Director Managing Director - Hertz Radio
	Paris	Jury room	>during all festival



Day #2 - 25-th of May, Wednesday - Career Day

13:00-14:30	New York 300 pers.	How to get, keep & lose a job in advertising	<ul style="list-style-type: none">>Moderator: Lucian Georgescu - gav/balkanski & invitatii lui>Bogdan "Fozzie" Manea - Brightness>Sorin Popa - Managing Partner - Accord Group Romania>Cristian "Kit" Paul - Creative Partner - Brandient>Andi Moiescu
15:00-16:30	New York	What I want from a Client Service, Creative, Strategy	<ul style="list-style-type: none">>Moderator: Radu Florescu - Managing Director - Saatchi & Saatchi>Wojtek Jablonski - Client Services Director - Y&R/Team Advertising>Stratos Vakkas - General Manager - Toyota Romania>Narcis Horhoianu - Marketing Associate Manager - Procter & Gamble.
17:00-18:30	New York	things that made me gooo mmmmmmmm!!!!	<ul style="list-style-type: none">>Stephen Hunter - Art Director - MAP Manchester



Day #3 - 26-th of May, Thursday - Clients Day

13:00-14:30	New York 300 pers.	True and false about agencies - client point of view	>Moderator: Mihai Ghyka si invitatii lui >Alexandra Gatej - ... - Unilever >Andreea Popa - Marketing Manager - Flanco >Eusediu Margasoiu - Marketing Director - Quadrant >Liviu Irimia - Beiersdorf
15:00-16:30	New York	True and false about clients - agencies point of view	>Moderator: Adrian Botan - Deputy Managing Director & Creative Director - McCann Erickson >...
17:00-18:30	New York	Dinosaurs and Sewing Machines	>Barry Brand - Creative Director of BR&ND CREATIVE



Day #4 - 27-th of May, Friday - Festivals Day (EFFIE, Golden Drum, Cannes)

13:00-14:30	New York 300 pers.	Facts & Figures - Romania in international festivals	>Moderator: Bogdan Naumovici - Creative Director - Leo Burnett >Manuela Necula - Head of Country - Ogilvy >Mihai Ghyka - Marketing Director - Interbrew >Ales PAVLIN - International Relations Director - Golden Drum
15:00-16:30	New York	Golden Drum 2005	>Ales PAVLIN - International Relations Director - Golden Drum >Lucian Georgescu - Golden Drum Ambassador in Romania
17:00-18:30	New York	Czeck Advertising Directors at International Festival	>Eda Kauba - Creative Director - Euro RSCG