



195

BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Press Release
27th March, 2013

(For immediate release)

ADVERTISING WEEK EUROPE MADE LONDON DEBUT AT

BAFTA 195 PICCADILLY

London, 27th March 2013. BAFTA 195 Piccadilly, the prestigious West End home of BAFTA, was host to Advertising Week Europe 2013, the world's premier gathering of marketing and communication leaders. The festival was celebrating its 10th anniversary by visiting Europe for the very first time, and BAFTA 195 Piccadilly was thrilled to open its doors to host the brightest and best figures in the industry.

The world's sharpest and most creative minds descended upon the capital for a four-day extravaganza, with BAFTA 195 Piccadilly welcoming the likes of Google, Spotify, Facebook, Yahoo, and many more of the world's biggest media providers to present hand-crafted seminars on the most pertinent topics affecting the industry today.

Monday saw queues building around the block as the festival got underway, with Lord Sebastian Coe taking to the stage in the Princess Anne Theatre to talk about what it took to land the Olympics for Britain, and the challenges and opportunities faced by Brazil as they look forward to Rio 2016. Tuesday brought the focus firmly upon new media, and how social networking has altered the way advertisers connect with their audience. Paul Adams, Head of Brand Design at Facebook, gave a fascinating talk in the intimate Run Run Shaw Theatre explaining how media is changing faster than ever, and urging advertisers to keep up with technology.

The undisputed highlight of Wednesday's schedule was the appearance of Frank Abagnale (he of *Catch Me If You Can* fame), who wowed the Princess Anne Theatre with a lecture on privacy and piracy. As a man with unrivalled first-hand knowledge of confidence tricks, fraud and identity theft, he was every bit as informative as one would expect!

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Thursday brought the festival to a close in fine style, with a TED talk in the David Lean Room focusing on the influence of mobile technology and big data on the world of advertising.

"The UK has spoken with resounding clarity and Advertising Week Europe will most certainly be back in 2014 at BAFTA 195 Piccadilly. From our daytime thought leadership seminars to a series of evening special events including the International ANDY Awards and a sold out live stand up comedy night in the Princess Anne Theatre featuring Curb Tour Enthusiasm star, Susie Essman, BAFTA 195 is now firmly established as the hub of Advertising Week 2014," says Matt Scheckner,, CEO of Stillwell Partners which produces Advertising Week globally.

Theresa McInerney, the venue's Senior Events Coordinator states: "We're delighted to having been the host to Advertising Week Europe, and are thrilled to have been chosen as one of the lead venues for such a prestigious festival."

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For more information on 195 Piccadilly and its team, image or interview requests, please contact:

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About 195 Piccadilly

195 Piccadilly is the home of BAFTA and situated in the heart of London's historic West End. Ideal for conferences, exhibitions, celebrations, Bar Mitzvahs and weddings combining all the prestige and glamour of the movies, the venue offers understated elegance as well as a number of spaces which can be transformed for any requirement or theme. Event spaces include a state of the art cinema with 227 seats, an intimate screening room, mezzanine space and Gallery as well as an option for a whole venue buy out at weekends.

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As featured in Event Magazine's Top 20, 195 Piccadilly holds a full wedding licence for the Princess Anne Theatre, the David Lean Room and the Run Run Shaw Theatre, catering for weddings and receptions from 12 to 350. www.bafta.org/venue-hire

About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, master classes, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its on-going outreach work. For further information, visit www.bafta.org.

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