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BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Press Release

(For immediate release)

BAFTA 195 PICCADILLY WILL HOST ADVERTISING WEEK EUROPE, THE WORLD'S BIGGEST ADVERTISING FESTIVAL, MARCH 18-21, 2013

BAFTA 195 Piccadilly, the prestigious West End home of BAFTA, is proud to have been chosen as the Advertising Week Europe 2013 host, the world's biggest advertising festival. The festival is celebrating its 10th anniversary by visiting Europe for the very first time, and 195 Piccadilly will be hosting seminars running concurrently in all three of its theatres.

15,000 of the world's sharpest creative minds will be descending upon the capital between March 18-21, with 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.

Speakers include industry giants such as Frank Cooper of Pepsi, R/GA's Bob Greenberg, award winning producer, public policy maker and creative leader, Lord David Puttnam, David Jones of Havas, Maurice Lévy of Publicis, and Frank Abagnale (upon whose life-story *Catch Me If You Can* was based) with a special address on privacy.

"We can't wait to premiere Advertising Week Europe at 195 Piccadilly," says Matt Scheckner, CEO of Stillwell Partners which produces Advertising Week globally. "It has been a phenomenal success in the USA and Europe has yet to experience anything quite like it. We are very excited to be hosting a plethora of our events at BAFTA 195 Piccadilly."

"BAFTA 195 Piccadilly is already established as one of London's most glamorous events spaces," says Theresa McInerney, the venue's Account Manager "We're delighted to welcome Advertising Week Europe to London for the very first time, and are thrilled to have been chosen as one of the lead venues for such a prestigious festival."

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www.bafta.org



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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.

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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