

# Programme for Intercontinental Advertising CUP and summit

ISTANBUL, TURKEY: A free seat and an empty wall for graffiti are waiting for the visitors of the Intercontinental Advertising CUP and Creative Summit in Istanbul, turkey, and a rich and attractive program has been planned for 26 and 27 January at the Ritz-Carlton Hotel in Istanbul.



More than 30 high-profile speakers, golden winners from four continents, gurus, teachers, managers, creative leaders, stars and global legends will share the Golden Stage of Istanbul.

## The preliminary programme

*Thursday, 26 January:*

- Golden Stage of Istanbul - presentations of 12 golden winners from four continental festivals. The key element of presentations will be explanation of their personal attitudes, visions, insights ... for being a winner.
- *The Gunn Report 2011* world premiere by Donald Gunn, founder of *The Gunn Report*
- Call for Creative Leadership by Michael Conrad, president of Berlin School of Creative Leadership
- Midnight Awards Marathon - Non-stop screening of awards reels from advertising festivals ADFEST, FIAP, ADC\*E and Golden Drum.

*Friday, 27 January:*

- Creative Thinkers Stage:
- Slavoj Žižek, perhaps one of the hottest philosophers of our time
- Edward de Bono, global teacher of creative thinking
- Boris Podrecca, Spirit of the place in architecture
- Joakim Jonason, global creative director of the decade
- Jimmy Lam, president of ADFEST
- Franco Moretti, president of ADC\*E
- Farid Chehab, honorary chairman, advisor to the Board Leo Burnett MENA
- Ulrich Proeschel, vice president Business Development, TBWA Europe

- Intercontinental Creative Stars Constellation with jury members and guests and in the evening:
- Intercontinental Advertising CUP Awards Ceremony

Full programme available [here](#).

## Young CUP Competition is back!

Together with [CreativeSociety](#), the organisers are opening a new [Facebook contest](#) for the best logo design titled "The Stolen Logo". The organisers are challenging young creatives to come up with a good logo and submit their entry by 12 December. The author of the winning entry will be awarded with full participation at Intercontinental Advertising CUP and Summit, 25 - 28 January 2012 in Istanbul (travel and accommodation included)! And that is not all. Everybody who submits a logo, will be awarded with one-year premium membership at CreativeSociety.

[CreativeSociety](#) is a web service that lets advertisers showcase their work. Apart from that, it focuses on putting together a whole collection of works from several advertising festivals.

The competition is open to young creatives from all around the world who are at 18-29 of age at time of entry.

"The Stolen Logo" is one the first of the three competitions that will be organised for your creatives in scope of The Young CUP Competition. A brand new competition with a new brief will start on 12 December.

For more information go to [www.thecupawards.com](http://www.thecupawards.com) or email [info@thecupawards.com](mailto:info@thecupawards.com)

The CUP is also on [Facebook](#) and [Twitter](#).

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