

Dubai Lynx website launches featuring innovations for 2014 festival and awards

DUBAI, UAE: The new website showcasing what's in store at the upcoming Dubai Lynx 2014 Festival and Awards has now launched.



Cinemark, the South African representatives of Cannes Lions and its affiliates, are passionate about both great film and advertising making this the perfect synergy to bring you the latest information from the world's premier advertising festivals.

The Dubai International Festival of Creativity will take place from 9-11 March 2014, with the Dubai Lynx Awards Ceremony and Dinner happening on 12 March. The Madinat Jumeirah Arena will once again play host to the event which last year drew over 1,300 delegates from the Middle East and North Africa's creative communications industries to the Festival and over 1,800 to the awards. From 20 October 2013, anyone wishing to attend will be able to register through the website for both delegate passes and tables at the awards.

For the first time, content at the Festival will follow a theme, which will run across all seminars and workshops. 'Stories of Creativity' will offer tales of success, failure, drama and comedy which will work to inspire the industry professionals that have come together in Dubai. It was in the MENA region that the world's oldest literary work, 'The Epic of Gilgamesh', was first composed and the most powerful communication tool in the world was born. It is therefore fitting that Dubai Lynx will bring storytelling back to its origins and to a region that sees changing media, technology and consumer attitudes. The programme will offer learning to delegates on the fresh challenges facing their industry and the opportunities, tools and platforms that are available to help in today's changing communications landscape.

Looking to the next generation

Looking to the next generation, the Young Lynx Competition will expand beyond being solely integrated for 2014, offering three separate competitions: Print, Media and Integrated. Teams from across the region will come together at the Festival to compete for the glory of taking home a gold medal and spring-boarding their career. The Festival will also see the return of the Student Creative Award for a second year. With expanded categories, further details of the competition, brief and how to enter will be released on the website in early November. Continuing the Festival's investment in the future of the industry, four academies - The Digital Lab, The Lynx Academy, Future Leaders of Marketing and Think Tank - are again set to take place during the event, offering young and senior talent the unbeatable opportunity to advance their knowledge and experience.

Emma Lancaster Farmer, Festival Director of Dubai Lynx comments, "Both the Festival and Awards have continued to grow over the last seven years and as organisers we are committed to ensuring that the event stays fresh and relevant to the industry, offering true insight and education whilst leaving delegates inspired. There are a lot of innovations planned and we are hoping to make the 2014 edition the biggest and best to date."

Over the coming months the website will be updated with the latest additions to Dubai Lynx 2014, along with information on the content programme and details of how to enter work, as well as be a part of the Festival. See www.dubailynx.com for further information.

Key dates:

Delegate Registration: Opens 20 October 2013

1st Delegate Early Bird Discount: available until 31 December 2013

2nd Delegate Early Bird Discount: available until 30 January 2014

Entries: Open 1 December 2013

Early bird entry deadline: 30 January 2014

Entry deadline: 6 February 2014

Festival Dates: 9-11 March 2014

Dubai Lynx Awards: 12 March 2014

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