



Press Release

MC supports the 42nd World Congress of the International Advertising Association

Global advertising and communications experts converge on Moscow

Berlin, May 10th 2010. From May 12th to 14th, the International Advertising Association (IAA) will host the 42nd World Congress in Moscow. According to this year's topic 'Change: Consequences', the Congress will bring together industry experts in order to intensify the international exchange of knowledge and ideas, and discuss the future of the communications sector.

As official sponsor of the IAA World Congress, MEDIA CONSULTA (MC), is implementing various PR measures for the IAA, including the Europe-wide distribution of press releases in several languages and development of an international media database. MC Russia has also supported the IAA in the run-up to the conference by securing the Kremlin as venue and arranging for Russia's President Dmitri Medwedew to host his greetings.

The IAA World Congress will feature speeches by notable experts, such as Sir Martin Sorrell, Chief Executive Officer of WPP, and Marc Pritchard, Chief Marketing Officer of Procter & Gamble. The Congress will offer the delegates an appealing supporting programme, including a gala dinner at the Kremlin and a performance at the Bolshoi Theatre.

As elected president of IAA Germany, MC CEO Harald Zulauf will participate in the Congress together with Andre Urban, Managing Director of MC Russia. The aim is to exchange knowledge and discuss collaboration opportunities by holding talks with experts in the fields of media, marketing and communications, as well as decision makers from leading commercial enterprises. Members of the IAA German chapter will also attend the Congress.

For further information, please visit www.iaamoscow2010.com or see the programme (PDF) attached.



Footage:

In addition to the official conference proceedings, the delegates are awaiting an exclusive gala dinner at the Kremlin.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

For further information
please contact:

MEDIA CONSULTA
Daniela Rechenberger
Wassergasse 3
10179 Berlin
Tel: +49(0)30/65 000-373
Fax: +49(0)30/65 000-192
d.rechenberger@media-
consulta.com