Sammy Ofer School of Communications and Dr. Oren Zuckerman's Course: "Interactive Media Platforms" 
Are delighted to invite you to a lecture 
To be given by our Guest Lecturer

Mr. Allen Rosenshine
Chairman Emeritus, BBDO Worldwide
The most awarded Advertising Agency in the world

On:
"The Future of TV Advertising"

Tuesday, May 25th 2010, 10:15 a.m.
Class CB-07, Arazi-Ofer Building, IDC Herzliya Campus

Allen Rosenshine Bio
Allen Rosenshine has been recognized by Advertising Age as one of the 100 most influential people in advertising over the past century. In 1986, he spearheaded what Time magazine called advertising's "big bang," the creation of Omnicom Group, now the largest and most successful marketing communications companies in the world. At the time, Allen was head of BBDO Worldwide, which came together with Doyle Dane Bernbach and Needham Harper to create this unique merger of three major advertising agencies. Rosenshine was the first chief executive of Omnicom.

Beyond BBDO, Allen Rosenshine is widely recognized as an advocate for advertising agencies and has been involved in a broad range of industry associations and activities. Rosenshine is currently a member of the creative review committee of the Advertising Council and has been on its board and executive committee. He is a trustee of the Connecticut Chapter of the Nature Conservancy and a board member of Business for Diplomatic Action, an organization dedicated to promoting positive perceptions of America globally through public diplomacy.

The lecture will be conducted in English