

LONDON, January 23, 2014 /PRNewswire/ --

**Bettina Sherick, 20<sup>th</sup> Century Fox's SVP Strategic Digital Marketing and acclaimed advertising creative Dave Trott are the latest heavyweight speakers to confirm for the invite-only iMedia Summit at London's BAFTA venue on 24 April.**

*Correction note: In our previous release we named Bettina Sherick as 20<sup>th</sup> Century Fox "marketing chief" which is misleading. The correct title for Bettina Sherick is SVP, Digital Strategic Marketing, 20<sup>th</sup> Century Fox*

LA-based Sherick heads up international theatrical digital marketing strategy for 20<sup>th</sup> Century Fox and will provide the inside-track on the Hollywood studio's content-driven approach to marketing major movies including *The Secret Life of Walter Mitty* and spring/summer 2014 releases *Xmen* :

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*Days of Future Past*  
and  
*Dawn of the Planet of the Apes*

Trott, one of the most frequently awarded advertising creatives, is responsible for iconic campaigns including *Hello Tosh got Toshiba*, *Ariston and On and On* and Pepsi's *Lipsmackin' Thirstquenchin' Acetastin' Motivatin' Goodbuzzin' Cooltalkin' Highwalkin' Fastlivin' Evergivin' Coolfizzin'*

Currently Chairman of The Gate London, Trott recently published the best-selling book *Predatory Thinking*

(available free of charge to Summit delegates) and will provide anecdote-based inspiration for creative and competition-beating creative ideas. Click

[here](#)

for a new iMediaConnection interview with  
Dave Trott

Sherick and Trott join Sam Singh, VP and Global Head of Media at GlaxoSmithKline as keynotes at the exclusive 'Chatham House' style gathering of more than 200 of the UK's most senior brand, agency and publishing professionals. The event, free to attend for qualifying execs, features a twin track conference, round table discussion groups, networking and dinner.

Currently the only European Summit in the global iMedia portfolio, the tried-and-tested invite-only, closed door policy is designed to create a relaxed environment where senior buyers and sellers of media can come together to discuss key issues, source partners and network.

Senior decision-making speakers from companies including Shell, Argos, American Express, McLaren, Kraft, The Body Shop, Expedia, Nokia, Novartis, Odeon Cinemas, Spotify, BuzzFeed, Telegraph Media Group, Vice, MEC and Mediacom will tackle a broad range of topics including digital transformation, global media buying, technology investment, audience engagement, native advertising, targeting, programmatic media and data strategy. The event will be chaired by Ian James, Starcom's Chief Digital Officer and delegates include senior leaders from companies including Unilever, Tesco, Coca-Cola, Diageo, Bacardi, Unilever, BT, Match.com, Mondelez, Lidl, Karen Millen, WPP, Havas, Publicis, Omnicom, sky, BBC and ITV.

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"Bettina's experience of running the digital campaigns for some of the biggest movies in the world gives her an unbelievable insight into how to engage with communities whilst Dave Trott's keynote will encourage delegates to think big, differently and creatively - a core part of the iMedia ethos," says

James Drake-Brockman

, Head of EMEA &

India

, for dmG's Digital Marketing Division.

"Bettina and Dave are the perfect complement to the packed programme of extraordinary speakers, topical debate and quality networking that makes the Summit the essential business and career strategy resource this spring."

Click [here](#) to apply for a complimentary iMedia Summit pass including the conference, round-tables, networking drinks and dinner. Conditions apply.

Notes to Editors:

iMedia Summit passes are allocated free-of-charge to brand, agency and publishing purchase decision makers. Passes include full access to the conference, round-table discussion groups, drinks reception, dinner and party.

### About iMedia

The iMedia Digital Summit is produced by dmG events' digital marketing division. iMedia provides the marketing and media industry with business critical information, networking opportunities and B2B commercial solutions through a global programme of themed iMedia Summits and online publishing arm iMediaConnection.

dmG events also organises 9 ad:tech events in North America, Europe, Asia and Australasia. ad:tech is the world's largest digital marketing, media and technology trade show.

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iMedia Communications and dmgevents are both subsidiaries of Daily Mail General Trust (DMGT) and part of a portfolio of brands including The Daily Mail, Mail Online, Metro, jobsite and Zoopla.

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