

PRESS RELEASE

**10 March 2014
PB 140015**

Erik Saelens to speak at Dubai Lynx advertising festival

Erik Saelens, Brandhome's Strategic Director, will speak on Tuesday 11 March at Dubai Lynx – the leading advertising festival for the Middle East and North Africa (MENA) region. The audience will get a preview of Saelens' new book on storytelling – *Telling is the New Selling* – which is scheduled for publication in June. Saelens explains in his book why storytelling is the ideal communication platform for Triple-A brands, and how best to approach it. This will be the fifth time Saelens has spoken at the festival. He has a particularly busy schedule this year: not only will he address the plenary session, Saelens will also coach 25 high-potential students from the region, and will give several evening presentations on the festival fringe.

Brandhome's Erik Saelens: "I always enjoy speaking at Dubai Lynx. The festival has a dynamic all of its own, and the enthusiasm you find for our profession in this region is unique. I love teaching students, to find out what's going on with this target group and what gets to them. I'm looking forward to some enlightening discussions about storytelling and Triple-A brands."

You can check out the teaser for Erik Saelens' session via the following link:
https://www.dubailynx.com/festival/programme.cfm?date_id=3#3/49

Brandhome is a marketing agency that uses a unique and effective method for brand building, the Brandhome Method®. The agency aims to constantly improve knowledge about brands.

* * * * *

Note for editors, not for publication:

For further information about this press release, please contact
Machteld Schierbeek, machteld.schierbeek@frappa.net, tel. 03 237 05 95