

# Leo Burnett sponsors Dubai Lynx Student Academy

DUBAI, UAE: For the third year, the Dubai International Advertising Festival is joining forces with Leo Burnett to form a dedicated Academy for 20 students from across the Middle East and North Africa, offering a unique intensive three-day educational programme during the regional annual advertising and communications festival that will take place next month.



Guided by their own tutor, Marilyn Roberts, Dean and Professor of the College of Communication and Media Sciences at Zayed University, the students will expand their knowledge and gain an understanding of the industry by benefiting from the various festival activities, which include a high-profile seminar programme, engaging workshops, interactive kiosks and screenings of all the competing work and shortlist exhibitions. To enhance their learning experience even more, the students will also have their own unique master-classes and tutorials given by top international industry figures. The academy's activities will culminate in a graduation ceremony. Additionally, the three best performing students will be offered an internship in a Leo Burnett office.

Commenting on their Dubai Lynx Academy sponsorship, Raja Trad, CEO, Leo Burnett MENA, said, "The Dubai Lynx Academy is a superb initiative and increasingly vital for the development of the advertising industry in MENA. Through it we can plant the creative seed, show why it is important to place the consumer at the heart of all communications, help identify talent and hope that the youth we attract today will go on to shape and lead our industry in the future. The fact that Leo Burnett is sponsoring the academy for the third year running is indicative of how deeply committed we are to Dubai Lynx's efforts in this arena."

"The Dubai Lynx Academy will once again offer a group of students a unique and insightful learning platform and will further assist them in the development of their careers. We are delighted to be teaming up with Leo Burnett again consolidating our commitment to nurture, motivate and inspire young talent," said Steve Lane, Dubai Lynx Festival director.

Students wishing to apply for a place should contact their local Leo Burnett office.