



2011 Golden Cactus

May 25th, Hilton Hotel Tel Aviv

08:45-09:45	Private Morning Tables
09:00-10:00	Registration
10:00-10:15	Opening words: Mr. Modi Kidon , CEO, Advertising Agencies Association Greetings: Mr. Moshe Kahlon , Minister of Communications, Israel
10:15-11:00	Advertising in the Age of Google, Facebook, Twitter and Beyond Mr. Rich Silverstein , Co-Chairman and Creative Director, Silverstein & Partners, San Francisco
11:00-11:30	<ul style="list-style-type: none"> Golden Cactus Awards ceremony in the following categories: Internet & Radio Presenting Lifetime Achievement Award to Mr. Yoram Levi
11:30-12:25	What makes a good creative? <ul style="list-style-type: none"> Is creative a matter of geography? Can creative work in one country and fail in another? Can the Israeli folklore be the base for a good creative?
12:35pm-1:00pm	<ul style="list-style-type: none"> Presenting Lifetime Achievement Award to the late Mr. David Admon Golden Cactus Awards ceremony in the following categories: Student Work, Billboards, New Media
1:00pm-2:30pm	Lunch
2:30pm-3:00pm:	<ul style="list-style-type: none"> Announcing Globes' Branding Competition Golden Cactus Awards ceremony in the following categories: Videos & Integrated Media Presenting Hall of Fame Award to the late Ms. Tirza Granot
3:00:pm-3:45pm	Creative Problem Solving in a New Era Mr. Ari Merkin , Executive Creative Director, Crispin Porter + Bogusky <ul style="list-style-type: none"> A few tips on creating, selling and producing great work
3:45pm-4:05pm	<ul style="list-style-type: none"> Presenting Lifetime Achievement Award to Mr. Uri Eylon Golden Cactus Awards ceremony in the following categories: Ads Presenting the Grand Cactus Awards
4:05pm-5:00pm	Closing Cocktails