



Institute of  
Communication Agencies

## AGENCY NEXT SPEAKER SERIES

For Immediate Release  
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### **ICA Innovation and Agency Transformation Committee launches** **2014/15 Agency Next Speaker Series**

*—Upcoming events feature topics on start-up mentality for agencies and design thinking—*

Toronto, ON. The Institute of Communication Agencies (ICA, [www.icacanada.ca](http://www.icacanada.ca)) and its Innovation and Agency Transformation Committee are launching the 2014/15 Agency Next Speaker Series with two ground-breaking presentations, the first being on *Fostering Successful Product Innovation in an Agency* and a second by Minneapolis and San Francisco agency Zeus Jones. The first presentation will feature Leif Abraham, author, and partner of New York's Prehype. He will discuss the subject of his book *Madison Valley: How Madison Avenue can be more like Silicon Valley* (<http://madisonvalley.co/>) which explores the opportunities and pitfalls with agencies entering the product innovation and start-up space with labs, incubators and accelerator programs. He will present ideas and potential answers for success, complemented by a Canadian legal perspective from Catherine Bate, partner, Miller Thomson LLP ([www.millerthomson.com](http://www.millerthomson.com)) considering the implications of these ideas, particularly in respect to intellectual property rights management. The presentation will be held from 8 AM to 10:30 AM, October 2 at Miller Thompson LLP in Scotia Plaza, 40 King St. W., Toronto. Tickets can be purchased online at <http://www.eventbrite.ca/e/fostering-successful-product-innovation-in-an-ad-agency-tickets-12724059003> and are \$40.00 for ICA members and \$50.00 for non-members. The second event will be held on December 3<sup>rd</sup> at 4:30 pm with full details forthcoming shortly.

#### Vision guided by perspective

Mr. Abraham will share the experience he has gained from the creation of digital products and companies together with corporations and start-ups at [Prehype](#), a venture development firm. He also serves as creative director for [Bark&Co](#), mentors at startup accelerators Rock Health and [Urban.Us](#), teaches product innovation at the Miami Ad School and co-founded Pay with a Tweet.

The legal perspective will be provided by Catherine Bate, partner in Miller Thomson's Toronto office, where she focuses her practice on marketing, advertising and consumer product regulation.

ry matters. She provides business-focused and experienced advice in respect to promotional and advertising activities in all media. She also assists clients who require pre-clearance for their ads by ASC, and advises clients in defending or pursuing advertising challenges.

“Part of the ICA’s mission is to embrace and drive change,” said Gillian Graham, CEO, ICA.

“We are consequently delighted to welcome speakers who can help agencies capitalize on the new business opportunities which are available as an outlet for their creative talents. Importantly, these sessions will also offer sage advice on some of the more challenging issues such as legal advice about intellectual property in our rapidly changing world.”

“Our business is transformation and innovation,” explained Andy Krupski, chair, Innovation and Agency Transformation Committee, ICA and president and CEO, The Hive. “We encourage our clients to embrace those fundamentals but we as agency practitioners owe it to our clients to explore newer and more effective ways to arrive at our solutions for them. I believe our speaker series are must attend presentations and vital to the growth of our industry.”

#### About the ICA

The Institute of Communication Agencies (ICA, <http://www.icacanada.ca>) is the professional business association which represents Canada’s communication and advertising agencies. The ICA’s mission is to champion commercial creativity, amplify the industry’s economic impact, and to embrace and drive change. As such, the ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communication and advertising industry. ICA’s member agencies and subsidiaries account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$29 billion annually. More information about the ICA and its initiatives can be found at [www.icacanada.ca](http://www.icacanada.ca) or on Twitter @icacanada.

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To book an interview with Leif Abraham, Catherine Bate, or an ICA spokesperson, please contact Susan Willemsen or Alexandra Muszynski-Kwan at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. E-mail: [alexandra@thesirengroup.com](mailto:alexandra@thesirengroup.com) [www.thesirengroup.com](http://www.thesirengroup.com) or on Twitter [@thesirengroup](https://twitter.com/thesirengroup).