

## **Two Â€˜Burnettersâ€™ Attend PAC 2007**



Leo Burnett Solutions Inc staff members Selonica Nalawansa, Brand Group Head at

Arc Worldwide, and Michelle Georgesz, Senior Brand Executive, LBSI attended the PAC 2007 – a well established and highly respected international marketing communications training programme that stimulated debate, discussions and communication whilst developing a greater understanding of the advertising process from various perspectives.

PAC (Participate, Associate, Communicate) is a communications course for the next generation of the world's 'bright young minds.' The programme was conducted by the International Advertising Association and included 40 young participants from various markets from around the globe. One of the highlights of this year's PAC programme was the attendance of members of the IAA Young Professional Committee who were present throughout PAC 2007 for advice and motivation. The designated case study for the programme was the Greater London Authority's marketing campaign for the forthcoming Olympics.

Commenting on this training initiative Ranil de Silva, Managing Director, LBSI said that the delegation to PAC 2007 comprised two highly talented and dedicated members of the Burnett team. He said: "Both Selonica and Michelle have continuously been committed to their work and have shown lots of promise. They have also demonstrated a keen interest to keep abreast of the latest trends within the worldwide advertising industry. As such, PAC 2007 was a great opportunity for them to learn more about the industry and interact with many other like minded, highly talented people from the advertising world."

Besides Selonica and Michelle, a number of key members of the team have also attended a number of management training workshops held in Honk Kong, Singapore, and Vietnam. LBSI team members have had the opportunity to interact with many highly talented global and regional professionals from the network whilst expanding their knowledge of the new trends in the industry and the latest management practices.