

# WHITE SQUARE INTERNATIONAL ADVERTISING FESTIVAL OPENS NEW SEASON

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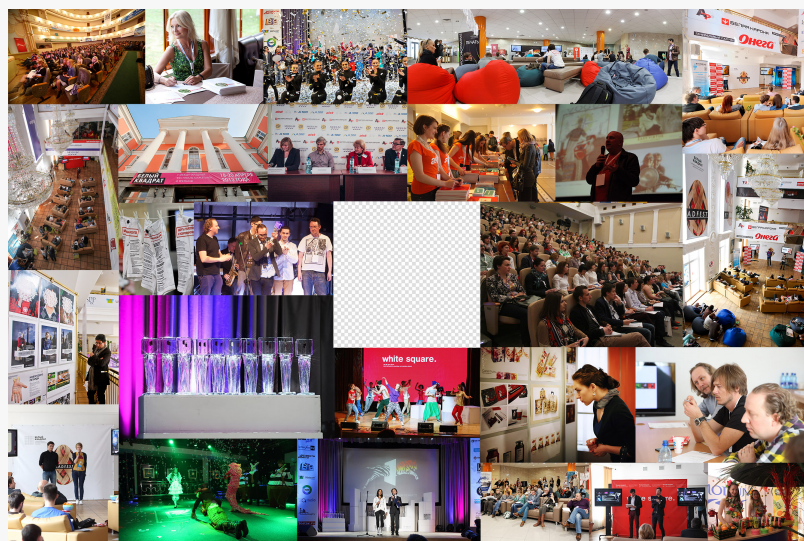
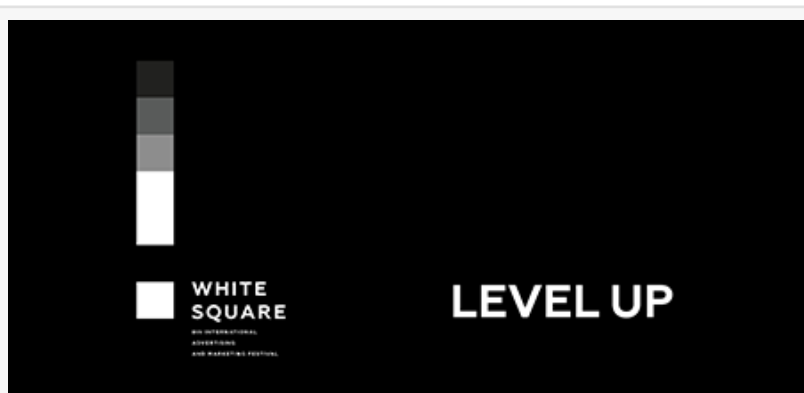
MINSK, BELARUS, January 21, 2016 /EINPresswire.com/ -- [White Square](#) is the festival of creativity, one of the major events in advertising industry of Eastern Europe, annually held in Belarus. On April 14-16 in Minsk it will be held for the eighth time. Festival positions the idea to promote business through creativity and value creativity as an important component of business success. Corporate identity of the festival annually changes emphasizing current challenges of time. LEVEL UP! – is what festival's slogan says this year offering all the participants to reach a higher level of professional thinking.

The festival consists of two main parts – competition of entries and business forum for the exchange of experience and innovations in the industry of marketing and communications. Every year the festival gathers the representatives of more than 25 countries of Europe and the CIS. Over

1,000 entries participate in the contests. Over 700 accredited delegates including both international and local clients and brightest representatives of European professional creative community – in business forum.

Business and educational [program](#) of White Square festival is the synthesis of modern international experience and new trends in the sphere of communication that includes more than 60 master classes and seminars held by ad professionals.

The [competition program](#) of White Square covers all spheres of advertising and includes 5 main contest categories: creative, branding, marketing, digital, social advertising. There are 5 main jury categories: Creative Jury, Design Jury, Marketing Jury, Digital Jury, Social Advertising Jury. Grand Prix of the Festival is chosen by Grand jury that consists of



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*Alena Ustinovich, producer*

the chairmen of all jury categories.

The jury of White Square are the persons with world recognition in advertising, rich experience of judging at prestigious international ad festivals and the holders of numerous industrial awards, including Cannes Lions.

The submission of entries to the 8th festival is already opened. More detailed information about the festival and participation rules is provided on official website [adfest.by](http://adfest.by).

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