

Bob Isherwood

'Let me entertain you' is a presentation, which picks up from where Vance Packard left off in his bestseller of the 1950's, 'The Hidden Persuaders'.

'Let me entertain you' will reveal the invisible ads of the new millennium.

It will show where they hide and why we accept them.

It will tell also the effect invisible ads and technology are having on the TV commercial, and why, advertisers will need courage in a brave new world.

'Let me entertain you' is the state of the art of advertising, from someone at it's leading edge.

Bob Isherwood was president of the Cannes International Advertising Festival juries for press, poster and TV, last year. He was recently credited in Ad Age Global magazine as 'handily orchestrating a Global creative powerhouse.'

Mindful of a Saturday morning time slot, Bob has promised to orchestrate an entertaining presentation.