

## ORDER FORM

Please send me ..... tickets for  
**THE 1984 ADVERTISING BOGIES**

I wish to attend (tick as appropriate)

- Day seminars only (\$10 per person)  
 Evening dinner and presentations only (\$15 per person)  
 Both day and evening (total cost \$25 per person)

Childcare required. Details .....

Students, pensioners, unemployed half-price.

I enclose a cheque/money order\* for \$.....

\*Cheques should be made payable to  
"B.U.G.A. U.P."

Name .....

Address .....

..... Postcode .....

Complete this form and return to:

B.U.G.A. U.P.  
P.O. Box 80  
STRAWBERRY HILLS 2012  
Phone enquiries: (02) 517 2841



For information about the  
BOGIES contact:

B.U.G.A. U.P.  
P.O. Box 80  
STRAWBERRY HILLS 2012

Phone enquiries: (02) 517 2841



YOUR INVITATION TO . . .

# THE 1984 ADVERTISING BOGIES

(B.U.G.A. U.P. LOGIES)



NSW Institute of Technology,  
Broadway, Sydney, NSW  
Saturday 20 October 1984



## THE 1984 ADVERTISING BOGIES

1984 is a significant year for B.U.G.A. U.P. not only for its Orwellian associations, but because it is five years since that infamous acronym first appeared on billboards. For five years the advertising industry has claimed that the movement is merely a "vocal minority" which would soon go away if ignored. Today it is clear that B.U.G.A. U.P.'s controversial activities have stimulated widespread public debate on the destructive aspects of advertising.

To celebrate B.U.G.A. U.P.'s fifth birthday, a day of seminars and entertainment has been organised. The day has been planned as a series of talks and discussions about aspects of advertising which have not been widely aired, with emphasis on Australian case studies. The event will culminate with dinner and the presentation of B.U.G.A. U.P.'s awards to the advertising industry — **the BOGIES**.

In true B.U.G.A. U.P. style, the day's events will be both educational and entertaining and will attract people from many diverse groups. The discussions and the dinner will provide the opportunity to meet and talk to these people. And the BOGIES presentations will definitely be an evening of fun to end the day.

You are invited to join the celebration by attending the day or evening gathering — or both. Tickets are \$10.00 for the day of seminars, \$15.00 for dinner and attendance at the BOGIES presentations. (Concessions and childcare available.)

*Fill in the form on the back of this brochure and send it in for your tickets. Numbers are limited, so it is recommended that you book early.*

## THE PROGRAMME

Three sessions of talks and discussion are planned. A detailed programme will be supplied when speakers for these sessions have been finalised. The outline is as follows:

10.00am to 10.30am	Registration and Welcome
10.30am to 12.30pm	<u>Advertising and Social Norms</u> Does advertising engineer social behaviour or simply mirror it? How much does it have to edit the information it presents?
12.30pm to 2.00pm	Lunch: Snacks and refreshments on sale. Interesting and entertaining videos will be screened.
2.00pm to 4.00pm	<u>Advertising Regulation</u> How is advertising currently regulated? What other legal factors could affect it? What does this mean to the consumer?
4.00pm to 4.30pm	Tea Break:
4.30pm to 6.30pm	<u>Challenging Advertising</u> How has B.U.G.A. U.P. challenged the advertising industry both within and outside the law? How are the advertisers fighting back? What is government doing to control advertising?
7.00pm	Buffet dinner served:
7.30pm onwards	THE 1984 ADVERTISING BOGIES presentation, including BUGA UP films and other surprise entertainment.

**When:** Saturday, 20th October, starting 10 a.m.

**Where:** Room 413, Building 2, New South Wales Institute of Technology, Broadway, Sydney. (Enter from Broadway)  
Childcare will be available.

## THE BOGIES

The BOGIES are B.U.G.A. U.P.'s awards to the advertising industry — a token of appreciation for their untiring quest to exceed all bounds of taste, good sense and reason. There will be numerous categories including:

- Most misleading ad
- Most inane jingle
- Ad that breaks the most regulations
- Ugliest outdoor advertisement

There will be several nominations for each category and the audience will vote for the winner.

If there is a particular ad which you would like to see recognised, you can nominate it for a BOGIE in one of our categories or for a category of your own. Please send in a photo, tape recording, video or paper copy of the ad so that others can judge it on its demerits, and state why you think it is particularly deserving.

