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)

OF COURSE YOU CAN'T BUY HAPPINESS.
FORTUNATELY WE CAN SELL IT.

NEW SHEER PLEASURE.

DON TRUSTUS ADVERTISING

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:

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00am</td>
<td>Registration and Welcome</td>
</tr>
<tr>
<td>10.30am</td>
<td>Advertising and Social Norms</td>
</tr>
<tr>
<td>12.30pm</td>
<td>Lunch: Snacks and refreshments on sale. Interesting and entertaining videos will be screened.</td>
</tr>
<tr>
<td>2.00pm</td>
<td>Advertising Regulation</td>
</tr>
<tr>
<td>4.30pm</td>
<td>Challenging Advertising</td>
</tr>
<tr>
<td>7.00pm</td>
<td>Buffet dinner served: THE 1984 ADVERTISING BOGIES presentation, including BUGA UP films and other surprise entertainment.</td>
</tr>
</tbody>
</table>

### THE BOGIES

The BOGIES are B.U.G.A. U.P.'s awards to the advertising industry — a token of appreciation for their unerring 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.