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[Press Release](#)

GORDON RAMSAY AND NAT GEO'S COURTENEY MONROE KEYNOTE AT MIPCOM

CONFERENCES TO TRACK THE GLOBAL RACE FOR CREATIVE CONNECTIONS



Paris, 22 June 2017 – Award-winning chef and TV host **Gordon Ramsay** and National Geographic's Global Networks CEO **Courteney Monroe** are the first two keynote speakers announced for [MIPCOM 2017](#).

The global entertainment content market, MIPCOM takes place in Cannes, France from 16-19 October 2017.

Gordon Ramsay, the world's most famous chef and television personality celebrates 25 years in the industry this MIPCOM. 2017 sees Studio Ramsay, represented by all3media international, producing the new "F Word" and "Culinary Genius", whilst Ramsay's enduring brands such as "Hell's Kitchen", "MasterChef" and "Kitchen Nightmares" are playing across the continents. It's been quite a journey from his first visit to Cannes, where he was invited by Australian TV impresario, Reg Grundy, to be the chef on his yacht, back in the heyday of "Neighbours". During his keynote, scheduled for Monday 16 October, Ramsay will reveal the motivation behind the TV personality, his views on enduring appeal for audiences around the world, how he maintains his brand across restaurant and media empires – and his plans for the next 25 years.

From her position as CEO of National Geographic's Global Networks, **Courteney Monroe** will look at the group's scripted content, its strategy, and why its high-end slate of new drama resonates with a global audience, dramatising factual events in an innovative and unique way. To illustrate this strategy, Monroe will showcase some of National Geographic's new dramas, including "The State", a four-part event series on so-called Islamic State from award-winning executive producer Peter Kosminsky; "The Long Road Home", based on Martha Raddatz's book on the events of the

"Black Sunday" ambush of US forces in Baghdad starring Michael Kelly and Sarah Wayne Callies; and the hit series "Genius", executive produced by Ron Howard and Brian Grazer, starring Geoffrey Rush, Johnny Flynn and Emily Watson in season one, which chronicled the life of Albert Einstein, plus a preview of the just-announced season two, which will focus on the life of Pablo Picasso. Finally, Courteney will discuss the network's hybrid series "MARS", which was also renewed for a second season. She will be joined at her keynote on Tuesday 17 October by some of the leading talent from these stand-out shows in an up-close and personal look at the strength of National Geographic's slate.

Both Ramsay and Monroe's keynote addresses form part of the overall MIPCOM 2017 conference theme, **THE GLOBAL RACE FOR CREATIVE CONNECTIONS**. Never more fragmented, nor more exciting, the content market is in the midst of a scramble for creative inspiration that is reshaping the industry. Demand for awe-inspiring shows has never been higher, global opportunities never greater, as global players devise multi-local strategies and local players power up global ambitions. This year's series of MIPCOM Media Mastermind Keynotes, Creative Showcases, and View-from-the-Top panel discussions will explore the new connectivity that sets out to unite players with the best partners to deliver the next generation of rule breaking shows.

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

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