

The Festival of Media **Global 2011**

Montreux, Switzerland

8-10 May 2011

Global Media Innovation



www.festivalofmedia.com

WELCOME TO THE FESTIVAL OF MEDIA.

Celebrate the best in media thinking and creative communications strategy from around the globe and join us at **The Festival of Media 2011** in the stunning new setting of Montreux, Switzerland on 8-10 May 2011.

Now in its fifth year the Festival brings together global thought leaders from the international media & marketing industry to explore media and communications developments that are transforming the industry.

As the premier annual gathering for the global media and communications industry, attracting around 700 delegates from over 40 countries, attendees experience two days of inspiring conference sessions, an exhibition of dynamic media opportunities, a global awards ceremony showcasing the best in creative media thinking and unrivalled networking opportunities.

www.festivalofmedia.com



THE AGENDA

The two day conference agenda at The Festival of Media is intended to be inspiring, educative and thought provoking. Gathering together a group of speakers ranging from the most experienced media industry leaders to game changers whose businesses have the potential to challenge existing business models & marketing practice.

As technology continues to revolutionize consumer behavior, creating new and ever more complex opportunities for communication,

the need to stay ahead of the latest innovation provides a compelling reason for those responsible for marketing and advertising budgets to attend The Festival.

Conference sessions will focus on the "next big things", debate new business models and get to the heart of what will deliver effective solutions for marketers. As well as inviting the contribution of brand advertisers devising future strategies for their brands, media vendors using new

technologies to increase reach and media pioneers creating brand new opportunities for engagement, the Festival agenda will also feature speakers from outside of our immediate industry who will spark new ideas and generate greater debate.

As the 2011 Festival Agenda builds, we continue to listen to our delegation to ensure that our audience will come away from the event inspired and with new ideas to drive success in their businesses.

FESTIVAL AGENDA

Sunday 8 May 2011

- Delegates Arrive
- Welcome Reception
- Late Night Festival

Monday 9 May 2011

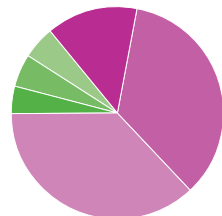
- Day One –Conference
- Late Night Festival

Tuesday 10 May 2011

- Day Two – Conference
- Festival of Media Awards Dinner

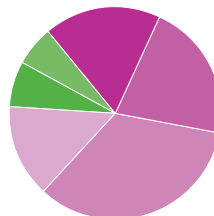
WHO WILL BE THERE?

Country*



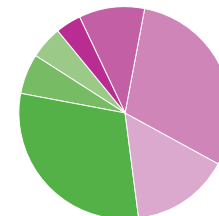
- North America 14%
- Europe 35%
- UK 37%
- Latin America 4%
- Middle East & Africa 5%
- Asia 5%

Job Title*



- President/Chairman/CEO/ CFO/COO 18%
- Managing Director/Partner/ Vice President 21%
- Director/Account Director 34%
- Manager 14%
- Editors 7%
- Other 6%

Business Sector*



- Press 4%
- Digital marketing & media services 10%
- Media owners 30%
- Advertisers 15%
- Agencies 30%
- Consultants & associations 6%
- Other 5%

* Data taken from previous Festival attendees

COMPANIES REGULARLY IN ATTENDANCE AT THE FESTIVAL AND ALREADY CONFIRMED TO ATTEND IN 2011 INCLUDE: AOL, AT&T, CADBURY, CISCO, FACEBOOK, FOX, GOOGLE, L'OREAL, MASTERCARD, MICROSOFT, NEWS CORP., NIKE, NOKIA, OMNICOM, ORANGE, P&G, PHILIPS, PUBLICIS, SANTANDER, SHELL, T MOBILE, TURNER, UNILEVER, WPP, WRIGLEY, YAHOO AND MANY MORE...

WHAT'S NEW FOR 2011?

■ Media Acceleration Programme (MAP)

Launching at The Festival of Media Global we are searching for the best new media businesses – from ad networks and social platforms to mobile developers – to address the Festival delegation and shape the future of our industry. These companies are invited to join the Media Accelerator Program to connect global media leaders with the technology of tomorrow. Do you have what it takes to power the next revolution in global marketing?



■ Structured Networking

Following feedback from our delegation, the Festival Agenda for 2011 will introduce sessions for structured networking and we are actively developing opportunities to ensure that every delegate has the time and opportunity to learn more about their industry and make new contacts outside of the main auditorium sessions



■ Festival Showcase

As part of the main conference agenda, there will be a live Festival Showcase stage where Vision Leaders will be able to present to an audience of up to 100 delegates. The Vision Leadership presentations will run during the structured networking sessions timetabled on both conference days – attendance at these sessions will be by invitation, or on a first-come, first-served basis and the topics for the showcase sessions are being selected for their direct relevance to the needs of the Festival delegation.



■ Exhibition Demonstrations

The 2011 Festival will feature more exhibitors demonstrating new products and ideas that will be of immediate interest to marketers and their agencies.

■ One to Ones

Our new venue in Montreux enables us to offer meeting room space that can be booked for 40 minutes. Either accommodating “one to one” sessions, or up to six people for a more intimate engagement: for example, a team meeting or direct client presentation.

■ General Networking

With our Village Partners offering hospitality and our venue offering amazingly beautiful views across Lake Geneva, The Festival of Media offers the perfect place for networking – with a delegation that is unparalleled in its seniority and marketing influence.



PARTNERSHIP OPPORTUNITIES

The Festival of Media provides the ideal opportunity for the communications industry to converge and established and emerging companies to reach a global audience of senior media decision makers. The event format offers partners multiple opportunities to engage and interact with the most senior professionals in the industry and provides a targeted marketing platform for leading brands.

Headline Partner

The status of official Headline Partner is one that is awarded and festival Partners whose total investment exceeds the required level will be awarded this status and receive the associated benefits.

Content Partner Opportunities

- Exhibitor Partner Opportunities
- Interactive Key Pad Partner
- Mobile Application Partner
- Official Blog Partner
- Official Newsletter Partner
- Official Twitter Partner
- Vision Leadership Partner Opportunities - NEW

Networking Partner Opportunities

- Break Sponsor
- Breakfast Briefing Partner
- Lunch Sponsor
- Networking Lounge Partner
- Press Room Sponsor
- Speaker & Judges Dinner Sponsor
- Village Host Partner
- VIP Lounge Sponsor

Event Partner Opportunities

- Delegate Badge Sponsor
- Delegate Bag - Distribution or Sponsor
- Delegate Collateral Partners
- Full Page Advertisement/Thought Piece/Room Drops/Showreel
- Late Night Festival Partner
- Welcome Reception Sponsor

Awards Event Partner Opportunities

- Awards Sponsors
- Pre Gala Awards Reception Partner
- Post Gala Awards Party Partner

**For further information
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DELEGATE INFORMATION:

Pricing:

- Festival of Media Delegate ticket £1,985
(Includes Welcome Reception & 2 day Conference)
- Awards Gala Dinner Ticket (Tuesday 10 May) £195

Group Bookings:

For group bookings enquiries please contact Caroline Carr
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Festival of Media Awards

Shortlisted entries will be revealed on 11th March and winners will be announced at the Awards Gala Dinner on Tuesday 10th May, Montreux, Switzerland. For more information, visit www.festivalofmediaawards.com

Contacts:

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Organised by: **C SQUARED**

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