

# Festival of Media: Learn the true value of 'like'

MONTREUX, SWITZERLAND: The final speakers have been confirmed for the fifth Festival of Media Global in Montreux.



The speakers will be making their presentations on an editorial agenda that is designed to be packed with advertiser viewpoints, emerging media businesses and industry thought leaders.

## New speakers

- Carolyn Everson, new VP of Global Sales, Facebook will join speakers from Coca-Cola and Nestlé to talk about branding in the social networking space;
- Gerhard Louw, head of International Media Management, Deutsche Telekom will discuss how the telecoms giant aims for media strategies that build engagement;
- Anja Monrad, executive director Global CSMB MarCom Operations, Dell will discuss metrics-led engagement, as part of our "Madison Avenue meets Wall Street" debate;
- Dominic Proctor, leader, Mindshare Worldwide & Mauricio Sabogal, worldwide managing director, Initiative will join the other Agency Network CEOs to present a global tour of media innovation.

Also on the programme is the special Showcase agenda, with sponsors including Ebiquity, OMD, MediaMind and Microsoft aiming to create stimulating thought leadership presentations to add to the buzz in the networking breaks. Delegates will also have the opportunity to delve deeper into digital advertising by joining a Yahoo! Academy session - more details on both of these initiatives will follow.

## Book your place now

Join over 100 senior advertisers already confirmed to attend from key global brands such as:

AB InBev, Arla Foods, Carlsberg Breweries, Colgate Palmolive, CPW, Daimler, Danone Group, Dell, Deutsche Telekom, Eurobank, GABA International, Garanti Bank, Heineken, Henkel, Indesit Company, Kelloggs, Kraft Foods, Microsoft, MillerCoors, MORE TH>N, Nestlé, Nike, Nokia, Novartis, Philips, Procter & Gamble, Rolex, SABMiller, Shell, Slovak Telekom, Sony, Telefonica, T-Mobile, Toyota, Toys R Us, Unilever, Vodafone and Wrigley.

## Booking information

A delegate pass costs £1985, and allows access to the Welcome Reception, conference sessions, exhibition area and documentation.

Tickets to The Festival of Media Awards Gala Dinner on 10 May 2011 cost £195.

Festival group discounts are available - contact Caroline Carr or call +44 (0) 207 367 6975

With the Festival fast approaching it's important that you book your accommodation in Montreux. The accommodation is filling up quickly and the Fairmont Montreux Palace is nearly full, book your hotel rooms as soon as you can:

[www.festivalofmedia.com/global/accommodation](http://www.festivalofmedia.com/global/accommodation)

For more information go to [www.festivalofmedia.com](http://www.festivalofmedia.com).

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