

NEW-LOOK FESTIVAL OF MEDIA PREPARES FOR 2011

London 30 November 2010: The Festival of Media has been renamed as the Festival of Media Global and today announces that its home for 2011 will be Montreux, Switzerland. A European hub to the world, Montreux will host the Festival of Media Global between 8th and 10th May 2011.

Founder of the Festival and CEO of C Squared Charlie Crowe explains: “We had a huge success with the first ever regional extension of the Festival of Media brand - the Festival of Media LatAm - in October. With the possibility of even more regional extensions in the future, it is of course important to underline the truly worldwide appeal of the main event. The venue in Montreux is stunning and we are thrilled to be hosting the refreshed Festival of Media Global there.”

Since the first global event five years ago in Venice, the Festival of Media has doubled in size and established itself firmly on the media industry’s calendar. Over \$200 billion of global ad spend was represented at the global Festival of Media in Valencia earlier this year¹ and more than 20 global CEOs and CMOs were on the speaker line-up (all be-it with some guests’ arrivals affected by an unruly ash cloud).

The 2011 Festival promises to draw key global media and communications influencers, strategists and budget holders from across the world. For global marketers and brand guardians, international global agency networks, media vendors, technology businesses, and digital innovators, The Festival of Media Global is the annual destination. 19% of delegates in 2010 were brand advertisers and 18% were drawn from the most senior levels of business.²

-ENDS-

¹ Confirmed delegates

² President / Chairman / CEO / CFO / COO

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Or visit www.festivalofmedia.com for general and booking information.

Check out videos of previous festivals and key presentations at www.YouTube.com/thefestivalofmedia

Please credit Festival of Media with all images and videos used.

Notes to the editor

About C Squared

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication – *Cream* – in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half the Group's turnover now comes from outside the UK. Across C Squared's portfolio of market-leading magazines, websites and conferences, it has readers, subscribers, visitors and clients from over 50 countries and produces successful events on every continent – from New York to New Delhi; from Valencia to Vilnius and from Amsterdam to Accra.

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