



# The Festival of Media Global 2011

## **FROM NEWSCORP TO NEUROSCIENCE AGENDA ANNOUNCED FOR FESTIVAL OF MEDIA GLOBAL 2011**

- **Media and marketing chiefs from Nestle, BMW, Kraft, Coca-Cola, Unilever, RIM join speaker line-up**
- **World-leading insight from Vivaki, Infinita and Innerscope's founding neuroscientist**
- **Global media owners share the future including Google, Yahoo and News Corp**
- **Revolutionary media platforms from Zooppa to the Media Accelerator Programme finalists reveal dynamic possibilities for the industry**
- **Structured networking built into agenda for first time ever**

The Festival of Media Global 2011 today reveals the full conference agenda and speaker programme. The speaker agenda for The Festival of Media brings together creative media strategists, pioneers in the development of new media models and the business leaders with the budgets and the influence to create the future of the media advertising industry. However, this year the Festival organisers are also involving radical thinkers from outside the industry in order to offer alternative perspectives on both common and emerging issues. In a move away from the format of previous Festivals, the sessions will all form part of a single stream conference agenda.

Leading lights from within the global film, games and music arenas will present their thoughts on how to 'Harness The Cultural Zeitgeist', whilst a review of the Japanese mobile market and presentations from the hand-picked, early stage businesses that comprise the Media Accelerator Programme finalists will give delegates insight into

'Emerging Opportunities and Future Game-Changers'. Other future-gazing sessions include 'New Directions for Marketing' with speakers including the VP of Global Media Services at Kraft Foods.

Content takes centre stage within sessions including 'If Content is King, who is Running the Kingdom?' where the brand opportunities within online story-telling and app creation will be discussed. Content creators such as screenwriter & producer Tim Kring, creator of *Heroes* and the man behind Kiefer Sutherland's new series *Touch* will also be appearing within the 'Social Connections' session, discussing 'Ideation and the Social Network' alongside the VP for digital media and marketing from RIM.

The second Social Connections session will look at the client perspective with insight from Michael Donnelly, Group Director Worldwide Interactive Marketing, The Coca Cola Company, Lito German, Marketing Director, BMW Asia and Pete Blackshaw, Global Head of Digital & Social Media, Nestle.

Insight from outside the industry will be provided by in sessions including 'The Secrets of Engagement' where Dr Carl Marci, leading neuroscientist, will be providing delegates with the benefits of his research.

A global tour of media innovation will be led by an impressive range of agency network CEOs, including the leaders of MediaCom Worldwide, PHD Worldwide, OMD Worldwide, Starcom MediaVest Group, MPG, ZenithOptimedia and Posterscope Worldwide.

Every aspect of the Festival, from the structure to the venue layout, has been planned with networking in mind. Reflecting this, the 2011 conference programme also includes extra time specifically set aside for delegates to meet and do business – via the new Festival Community facility, designed to enable all delegates to connect and plan their schedule ahead of time.

Festival Founder and CEO of C Squared Charlie Crowe comments: "I firmly believe that 2011 stands to be a vital year in the media industry's development. We are witnessing growth not just in financial terms but perhaps more importantly in creative and technological terms. The Festival agenda for 2011 harnesses this dynamism to share with the delegates in the most exciting format we have ever presented".

Now in its fifth year, the Festival, known for being the only event truly focused on global media innovation and attracting more senior global decision makers than any other, is expected to be the biggest and most successful Festival to date. Over 40% of confirmed delegates are at SVP, MD and CEO level, with over 20% from brand advertising companies, while over 40% have agency responsibility for their client's media spend.

Monday 9 May		Tuesday 10 May	
09.00	<p>Welcome &amp; Introduction to Day One: Charlie Crowe, CEO, C Squared Holdings</p> <p><b>SESSION ONE : HARNESSING THE CULTURAL ZEITGEIST</b></p> <p>Moderator: Jacob Weisberg, Chairman, The Slate Group</p> <ul style="list-style-type: none"> <li>• <i>FROM PRINT TO CELLULOID : MAKING ENTREPRENEURIAL GEEKS SEXY</i></li> <li>• Ben Mezrich, Author</li> <li>• <i>MUSIC &amp; MASS HYSTERIA</i>: J.Y.Park, Chairman &amp; Artist, JYP Entertainment</li> <li>• <i>GAMES – THE NEW CELEBRITIES</i>: Brad Jakeman, EVP &amp; Chief Creative Officer, Activision</li> </ul>	09.00	<p>Welcome &amp; Introduction to Day Two: Greg Brooks, Head of Content Strategy, C Squared Communications</p> <p><b>SESSION FIVE: SOCIAL CONNECTIONS</b></p> <ul style="list-style-type: none"> <li>• <i>IDEATION AND THE SOCIAL NETWORK</i></li> </ul> <p>Moderator: Mitch Kanner, Founding Partner, 2 Degrees Ventures</p> <p>Tim Kring, Creator &amp; Executive Producer</p> <p>Brian Wallace, VP Digital Marketing &amp; Media, RIM</p> <p>Daniel Neely, Founder &amp; CEO, Networked Insights</p> <ul style="list-style-type: none"> <li>• <i>BRANDS &amp; SOCIAL: THE CLIENT VIEWPOINTS</i></li> </ul> <p>Michael Donnelly, Group Director WW Interactive Marketing, The Coca Cola Company</p> <p>Lito German, Marketing Director, BMW Asia</p> <p>Pete Blackshaw, Global Head of Digital &amp; Social Media, Nestle</p>
11.00	Refreshments	11.00	Refreshments
11.30	Networking, including the Showcase Agenda	11.30	Networking, including the Showcase Agenda
12.30	<p><b>SESSION TWO: EMERGING OPPORTUNITIES &amp; GAME-CHANGERS</b></p> <p>Moderator: Greg Brooks, Head of Content Strategy, C Squared Communications</p> <ul style="list-style-type: none"> <li>• <i>A TOUR OF JAPANESE MOBILE CULTURE: WHAT'S NEXT FOR THE GLOBAL MOBILE SCENE?</i> Kei Shimada, Founder, Infinita</li> <li>• <i>THE MEDIA ACCELERATOR PROGRAMME</i>: Presenting emerging media businesses that will change the marketing model</li> </ul>	12.30	<p><b>SESSION SIX: GLOBAL INNOVATION</b></p> <p>Moderator: Greg Books, Head of Content Strategy, C Squared Communications</p> <ul style="list-style-type: none"> <li>• <i>A GLOBAL TOUR OF INNOVATION, part II</i>: Agency network CEOs present a chosen entry to the Festival of Media Awards 2011</li> </ul>
13.30	Lunch	13.15	Lunch
14.30	<p><b>SESSION THREE: MADISON AVENUE MEETS WALL STREET</b></p> <p>Moderator: Mark Palmer, Founder, Maverick Planet</p> <ul style="list-style-type: none"> <li>• Neal Mohan, SVP Strategy &amp; Production Development, Google</li> <li>• Curt Hecht, President, VivaKi Nerve Center</li> </ul>	14.15	Networking, including the Showcase Agenda
15.30	Refreshments	14.45	<p><b>SESSION SEVEN: NEW DIRECTIONS FOR MARKETING</b></p> <p>Moderator: Wenda Harris Millard, President, MediaLink</p> <ul style="list-style-type: none"> <li>• <i>CROWD SOURCING CREATIVE Will Merritt, CEO, Zooppa</i></li> <li>• <i>WHAT SUCCESSFUL SOLUTIONS LOOK</i></li> </ul>

			<i>LIKE: Mark Stewart, VP Global Media Services, Kraft Foods</i>
16.00	Networking, including the Showcase Agenda	15.45	Refreshments
16.30	<b>SESSION FOUR: THE SECRETS OF ENGAGEMENT</b> Moderator: Greg Brooks, Head of Content Strategy, C Squared Communications <ul style="list-style-type: none"> <li>• <i>UNDERSTANDING THE SUB-CONSCIOUS</i> Dr Carl Marci, Neuroscientist &amp; Founder, Innerscope Research</li> <li>• <i>A GLOBAL TOUR OF INNOVATION, part I:</i> Agency network CEOs present a chosen entry to the Festival of Media Awards 2011</li> </ul>	16.05	<b>SESSION EIGHT: IF CONTENT IS KING, WHO'S RUNNING THE KINGDOM...</b> Moderator: Michael Kassan, Chairman & CEO, MediaLink <ul style="list-style-type: none"> <li>• <i>APPING THE ANTE: NEW CONTENT MODELS</i> Jon Miller, Chief Digital Officer, News Corporation</li> <li>• <i>STORY TELLING IN A HYPER CONNECTED WORLD:</i> Rich Riley, SVP &amp; MD EMEA, YAHOO!</li> <li>• <i>WEAVING IN THE BRAND STORIES:</i> Luis Di Como, SVP Global Media, Unilever</li> </ul>
18.00	Close	17.30	Close

-ENDS-

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Or visit <http://www.festivalofmedia.com> for general and booking information, plus a full list of confirmed speakers.

Check out videos of previous festivals and key presentations at [www.YouTube.com/thefestivalofmedia](http://www.YouTube.com/thefestivalofmedia)

**Please credit Festival Of Media with all images and videos used.**

#### **Notes to the editor**

The agenda is subject to additions/ changes and timing alterations.

#### **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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