

First 'Media Accelerator Program' launched at Festival of Media 2011

MONTREUX, SWITZERLAND: The Festival of Media Global 2011 launches a brand new initiative in a bid to find the most exciting new media businesses in the world. The Media Accelerator Program (MAP) will be reaching out to the global community of media innovators to find those new companies who are set to most impact the sector in the coming years. Who will be the next Twitter or Facebook that will revolutionise the way we market to our customers?



Entries are expected from companies spanning ad networks, social platforms and mobile app developers. Those companies who enter prior to the 18th March deadline will compete for one of ten speaking slots at the Festival and for the overall title Festival of Media Global 'Hot Company of The Year'.

The first to join the MAP expert panel...

- Bernhard Glock, former president of the World Federation of Advertisers;
- Chris Redlitz, general partner of Transmedia Capital, the leading digital VC;
- Tim Hanlon, CEO of Mediabrands' partnership and investment arm Velociter;
- Russell Buckley, AdMob evangelist for Google and global chairman emeritus of the Mobile Marketing Association;

Greg Brooks, content strategy director, C Squared.

Bernhard Glock commented: "Now is the time to launch this initiative as we are living in an extremely dynamic, innovative-hungry media world that is operating on an increasingly global basis".

The short list will be announced at the beginning of April 2011.

[Click here](#) for booking information. Book your place now for your chance to see these new companies in action!

A delegate pass costs £1985, which includes 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.

For more information go to www.festivalofmedia.com and [download the Festival of Media brochure here](#).