

# Media magic in Montreux

MONTREUX, SWITZERLAND: The Festival of Media Global 2011 has announced its agenda. In a radical move away from the format of previous festivals, the sessions will all form part of a single stream conference agenda, designed to be more brand centric and future focused.



The first advertiser speakers to be announced include:

- Esther Lee, SVP Brand, Marketing & Advertising, AT&T
- Lito German, marketing director, BMW Asia
- Mark Stewart, VP Global Media Services, Kraft Foods
- Brian Wallace, VP Digital Marketing & Media, Research In Motion
- Michael Donnelly, group director Worldwide Interactive Marketing, The Coca-Cola Company
- Luis di Como, global media director, Unilever

With more to follow...

Joining these brand custodians will be a diverse list of speakers, from both inside and outside the worlds of media, creating an agenda that will strike a balance between detailed debate on media developments and broader, more inspirational viewpoints.

## Ground-breaking speakers include:

- Ben Mezrich, author of *The Accidental Billionaires: The Founding of Facebook, A Tale of Sex, Money, Genius and Betrayal* - the book behind the Oscar-nominated film *The Social Network*, will share his thoughts on ethics, morality and the ability of young entrepreneurial men to build fortunes on "the edge of impossibility".
- J.Y. Park, Founder, JYP Entertainment will share his experiences of building a huge fan base for his music acts in Asia and across the Pacific in the USA - how do you inspire and harness the enthusiasm of the youth market?
- Neal Mohan, SVP of Strategy & Product Development, Google will lead a debate on ad exchanges and Demand Side Platforms (DSPs) - is the "future trading" model the new format for global advertising?
- Kei Shimada, Founder & CEO, Infinita, one of the world's leading experts on mobile commerce and trends, will share his experience of the Japanese market and predict our mobile futures.

[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 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](http://www.festivalofmedia.com) and [download the Festival of Media brochure here](#).

For more, visit: <https://www.bizcommunity.com>