

## M.A.P. returns to Montreux

MONTREUX, SWITZERLAND: Launched in 2011, M.A.P. (Media Accelerator Programme) is a unique scheme designed to match innovative new media companies to the most senior decision makers in global marketing and media.



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Using The Festival of Media Global as its platform, this year's M.A.P. screening panel includes:

- Chris Burggraeve, CMO, AB-InBev & president, WFA
- Jeff Busgang, general partner, Flybridge Capital Partners
- Bernhard Glock, president & CEO, Media Leadership Company LLC
- Alain Heureux, CEO, IAB Europe
- Roger Parry, chairman, MediaSquare
- Ed Zimmerman, partner, Lowenstein Sandler

[Check out last years M.A.P. presentations for inspiration.](#)

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