

Festival of Media Global 2012 for Montreux

MONTREUX, SWITZERLAND: The Festival of Media Global will once again take place in Montreux, Switzerland, between 15-17 April 2012. It is intended that the agenda for next year's event will include a plenary agenda.



"Given the sheer pressures and pace of change in our industry, you have all made it clear to me that Montreux is the perfect location for our annual collective opportunity to draw breath - and meet clients, colleagues and trading partners," says Charlie Crowe CEO, C Squared, the company behind the event. He went on to add that given the success of this year's event in Montreux, it has been decided to keep the event in Montreux in the hope that it will increasingly be seen as "media's home".

"We are also extremely excited about next year's conference agenda! Our vision is to create a plenary agenda that will provoke and inspire, featuring personalities who are nevertheless shaping the media industry - as well as consumer lifestyles and the global business landscape in general. Improved "Showcase Sessions" will allow companies to host specialist seminars, giving delegates the opportunity to learn about key global media initiatives, research insights and technical advancements," said Crowe. He said it is hoped that these "showcase sessions" will allow for a more innovative and inspirational agenda on the festival's main plenary stage.

To reserve your place and take advantage of the 10% discount Early Bird Booking Offer contact Rachel.Barber@csquared.cc. Call for entries for Festival of Media Awards 2012 will be announced shortly.

For more information go to <http://www.festivalofmedia.com/global>

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