

# Festival of Media Global to celebrate 10 years in Rome with 200 brands

Submitted by: Festival of Media, GLOBAL

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Rome, Italy and Global ---- This year's Festival of Media Global (<http://www.festivalofmedia.com/>) <http://www.festivalofmedia.com/global>, which is taking place from 18-20 May at the Rome Cavalieri, will see the event celebrate a decade of bringing together the world's most influential media minds.

And for the first time the event will bring together 200 of the world's biggest spending, most innovative and creative brands/advertisers as part of its 1,000-strong audience.

It will feature two days of inspiring content, a celebration of the world's best media campaigns with the Festival of Media Awards, and the globe's hottest adtech start-up companies as part of the emerge programme.

"I am extremely proud to be part of an event that has not only survived but thrived in the face of a recession, a volcanic ash cloud and the tightening of global media budgets. It proves that we have a special formula that helps bring together the world's most influential media minds under one roof to discuss the industry's key trends and insights," explained Jeremy King, MD, Festival of Media.

"To celebrate this anniversary we are creating our best delegate experience yet with a range of amazing speakers, workshops and activations."

The festival content is carefully researched and curated producing new exciting formats poised to debate key industry trends including adblocking, artificial intelligence, augmented reality, programmatic, social media, transparency, virtual reality and moment marketing.

The event will also welcome a festival first, the Brand Learning Programme, which is being created to provide brands with a number of intimate sessions on how to become a better client, and emerge, which provides a platform for the region's hottest adtech start-up companies to showcase and highlight their offerings to delegates. To recognise the highest standards in global marketing and learn from the best in class, with the Festival of Media Global Awards, celebrating international media best practice on a greater scale anywhere in the industry.

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Notes to the editor

The Festival of Media, Global (#FOMG16 (<https://www.twitter.com/hashtag/FOMG16>)) is to be held at the Rome Cavalieri, Rome, Italy from the 18-20 May 2016.

Celebrating 10 years serving the global marketing and media industry, the festival will cover industry defining subject matter with over 20 themes from the world's leading brands

(<http://elink.clickdimensions.com/m/1/96019977/b10416-d9750c60-6a55-4911-96db-e49b38673bd9/8/245/b872cb3e-cc64-45>)

including adblocking, artificial intelligence (AI), augmented reality (AR) and virtual reality (VR),

Agencies, content marketing, diversity, ecommerce, entertainment, gaming, influencer marketing, internet of things (IoT), mobile, moment marketing, out of home (OOH), pitching process, programmatic, publishing,

transparency, TV, video and viewability.

A sample of esteemed guest speakers (<http://www.festivalofmedia.com/global/2016-speakers>) lined up for this year include Dominic Good, Global Sales Director, FT; Linda Yaccarino, Chairman, Advertising Sales and Client Partnerships, NBCUniversal; Jonathan Lewis, Head of Digital & Partnership Innovation, Channel 4; Philip O'Ferrall, SVP at Viacom; Mike Cooper, CEO, PHD; Jim Elms, Initiative, Global CEO, Initiative; Stephen Allan, CEO, MediaCom; Abbie Oguntade, Global Marketing Director, HTC; Steve King, Global CEO, Publicis Media; Lisa, Artist, K-Pop; Alasdair Ross, Global Product Director, Economist Intelligence Unit; Matthew Deardon, COO, Clear Channel; Mainardo de Nardis, CEO, OMD Worldwide; David Sierra Gonzalez, Senior Manager, Programmatic Marketing and Affiliates, eCommerce Europe, adidas Group; Annie Rickard, CEO, Posterscope, Shane Hoyne, CMO, Bacardi; Dominic Proctor, President, GroupM; Tim Gentry, Global Revenue Director, The Guardian; Sarah Mansfield, VP Global Media Europe, Unilever; Lindsay Pattison, CEO, Maxus Worldwide; Bruce Daisley, VP Europe, Twitter; Alexander Mankowsky, Social Scientist / Future Studies & Ideation, Mercedes / Daimler AG and many more.

Four more incredible reasons to embrace The Festival of Media, Global:

Awards (<http://www.festivalofmedia.com/global/awards>). The Festival of Media Awards a platform for celebrating innovation and creativity. Entries come from across the region and are judged by a panel of senior industry experts.

Amazing teams deserve to showcase their work. Ensure your work is recognised this year. Winning a Festival of Media Global award helps win new business, impress clients and increases influence in the market place.

Brand learning programme (<http://www.festivalofmedia.com/global/brand-learning-programme>). Launched in partnership with some of the world's most powerful advertisers and the CEOs of all the major media agencies worldwide, the brand-learning programme is a one of a kind collaboration opportunity. It brings together, and joins the dots, between the key media sectors and showcasing amongst others, successful relationships between TV and programmatic, mobile and publishing, technology and creativity, and out of home, digital and more.

emerge (<http://www.festivalofmedia.com/global/emerge>). The emerge programme is a platform for the world's hottest ad tech start-up companies. Emerge allows companies to showcase their products and services to the world's most senior and biggest spending figures in the international advertising sector.

Festival Intelligence (<http://www.festivalofmedia.com/global/festival-intelligence>). Festival of Media content team, the Festival Intelligence bring together the best media knowledge and key insights within the marketing industry from across the region.

Review and download the floor plan infographic (<http://bit.ly/1RYWZff>).

For press information please contact Tim Gibbon, head of content, Festival of Media, visit <http://www.festivalofmedia.com/Global> for further information, call +44(0)20 7367 6990 and/or email [info@festivalmedia.com](mailto:info@festivalmedia.com).

Media and journalists can register for press passes (<http://bit.ly/25FUILT>) from the Festival of Media Global website.

#### Festival contacts

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Keep up-to-date with everything Festival of Media, Global via Twitter @festivalofmedia (<https://www.twitter.com/festivalofmedia>) and hashtag #FOMG16 (<https://www.twitter.com/hashtag/FOMG16>).

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