

Festival of Media Latam (#FOMLA16) forced to move venues to house its ever-expanding audience

Submitted by: Festival of Media, LATAM

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Festival of Media Latam (<http://www.festivalofmedia.com/Latam>) forced to move venues to house its ever-expanding audience

The event's impressive year-on-year growth rate has meant it is moving to Turnberry Isle Miami from 5-7 October

Miami, USA and Global ---- Embracing the festival theme, 'A gathering of the world's most influential media minds, turning challenges into solutions' this year's event is expected to boast 1,200 delegates from brands, media agencies, media owners and tech companies. Most importantly its content will address tomorrow's issues today, solving threats to business and maximising opportunities.

"This year we are expecting 1,200 delegates to attend the festival and once again raise the bar in terms of content, activations and performance. Throughout the three days of the event we aim to find solutions to all of the current issue affecting brands throughout the Latin American media market," explained Festival of Media MD Jeremy King.

"The new venue looks great and will provide us with lots of opportunities from pool parties to midnight golf events, while delegates who love to shop will get the chance to head to the Aventura Mall, regarded as one of the most famous in the USA."

The event will deliver more content within new formats for both delegates and speakers from the world of agencies; art; music; actors; brands; disruptors; media owners and innovators discussing and debating key industry trends such as adblocking, artificial intelligence, augmented reality, programmatic, social media, transparency, virtual reality and moment marketing.

Furthermore, it will include the Brand Learning Programme, which is being created to provide brands with a number of intimate sessions on how to become a better client, Emerge present Media Sparks, which provides a platform for the region's hottest ad tech start-up companies to amplify their offerings to the audience, and Festival of Media Latam Awards, which will celebrate best practice in the media region.

Last year the festival was energised by Latin American singer David Bisbal, who literally raised the roof with an arena-worthy performance. Equally matched with the Latin superstar, the festival also boasted Sir Martin Sorrell (<http://www.festivalofmedia.com/latam/brands-at-the-festival>) providing his own views into the key trends and insights in the region.

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Notes to the editor

The Festival of Media, Latam ([#FOMLA16](http://www.festivalofmedia.com/Latam))

(<https://www.twitter.com/hashtag/FOMLA16>) is to be held at the Turnberry Isle Hotel, Miami close to the Aventura Mall, from the 5-7 October 2016.

The event attracts the biggest gathering of brands and forward-thinking media leaders from over 21 different countries. It creates the perfect crossroad for Latin American marketing and media talent, renowned as the biggest international media gathering for the region.

The Festival of Media Latam 2015 was its biggest event to date with a 23% increase in delegate numbers (over 1,200+), with more brands in attendance than ever before.

Three more incredible reasons to embrace Festival of Media, Latam:

Awards. The Festival of Media Awards (<http://www.festivalofmedia.com/latam/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 LatAm award helps win new business, impress clients and increases influence in the market place.

Brand learning programme (<http://www.festivalofmedia.com/latam/brands-at-the-festival>). 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/latam/media-sparks-powered-by-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/latam/festival-intelligence>). Festival of Media content team, the Festival Intelligence reports bring together the best media knowledge and key insights within the marketing industry from across the region.

For press information please contact Tim Gibbon, head of content, C Squared and the Festival of Media, visit the website <http://www.festivalofmedia.com/Latam> (<http://www.festivalofmedia.com/Latam>) for further information, call +44 (0) 20 7367 6990 and/or email info@festivalofmedia.com

Media and journalists can register for press passes the Festival of Media Latam website (<http://bit.ly/1Xb34p6>).

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