



media140 – exploring the future of the real-time web

28th September 2009

Easy-Jet, Red Bull, Innocent and ASOS.com to debate the changing landscape of consumer engagement

Leading brands and marketers come together in London on 26th October to challenge and explore the rapidly changing world of consumer engagement.

Today's consumer has a newfound power with the rise of social media tools such as Twitter, Facebook, and YouTube, forcing brands and marketers around the world to find new ways to engage with their consumer. Brand profiles and reputations are no longer dictated to the consumer but on the contrary they are shaped and driven by consumer demand, which makes for exciting and challenging times for advertisers and marketers.

At Media140 London delegates will hear 'warts and all' stories directly from the brands who are out there engaging with their consumers through social media platforms. The event brings together experts and practitioners including; Tom Bedecarre, CEO AKQA, Paul Hoskins Head of Customer Experience EasyJet and Ted Hunt Digital Communications Manager from Innocent drinks, to share and debate with an audience of leading advertising, PR, brand and marketing executives.

Founded in February 2009, Media140 is an independent global platform creating unique multimedia conference-style events to explore the future of the real-time web and its impact on the media industry.

Media140 London sets out to get under the skin of these issues through keynote addresses and panel discussions. To be held at the prestigious Royal Institute British Architects (RIBA), after the success of the inaugural Media140 event held in May this year. **Gordon Macmillan, Social Media and International Editor for Haymarket Brand Media** says:

"With so much happening so fast Media 140 can play a pivotal role in the social media landscape in helping the industry understand what is going on and use that knowledge to meet the challenges we all face in putting this into practice."

Confirmed speakers for the London event include;

- John Beasley, Head of Brand, Red Bull
- Mel Exon, Managing Partner BBH Labs
- Amelia Torode, from the award winning 'Compare the Meerkat' campaign
- James Hart, Director at leading fashion retailer ASOS.com
- Robin Grant, MD of We Are Social, the agency who put Stephen Fry on the social media map
- Noam Buchalter, Marketing Manager Pepperami, Unilever

Social Media is increasingly being recognised by brands as a influential marketing and customer engagement tool, Media140 panellist, **Associate Editor for Marketing Week Ruth Mortimer** says:

"When social media is used well, it can create a conversation between consumers and brands that works for everyone. But when social media is used badly by companies, it's an intrusion that consumers resent. It's vital for us to better understand and discuss how to operate in this fast changing and evolving environment."

Media140 London aims to create debate and new thinking around this highly topical issue, and is set to be a must attend event for Marketers, Advertising Execs and Brand Managers across the UK.

Further information & Earlybird tickets (from £135) available at www.media140.com/brands



media140 – exploring the future of the real-time web

More about Media140

Founded in February 2009, Media140 is an independent global movement creating unique multimedia conference-style events to explore the future of the real-time web and its impact. We foster discourse, collaboration and innovation within journalism, media, advertising, entertainment, marketing, PR, gaming and technology industries.

The 140 reference in our name reflects the 140-character limit of Twitter posts and text messages.

We are a group of highly respected and well-networked individuals from leading media outlets, universities, agencies and brands who link together our peers to have real and productive discussions about the evolving world we work in. As industry professionals, we are people investing in pioneering ways to make change count for industry, audiences, consumers, brands and the bottom line.

In May 2009, Media140 held its first event in Southbank London, which discussed the impact of real-time news in the social media sphere on traditional UK media. The event had more than 250 participants, raised more than £7,500 for charity and became the #1 global trend on Twitter. The overwhelming success of the event compelled Media140 Founder, Ande Gregson to initiate similar events globally. Future Media140 events include Sydney, Bangalore, Dubai, Rome and New York.

www.media140.com/brands

www.aroundtheworldin140days.com

www.twitter.com/media140

Press, Media and Sponsorship enquiries:

To learn more about Media140 London, for speaking and panel opportunities, for interview requests and to inquire about sponsorship opportunities:

Sejal Parekh (sejal@media140.com)

+44 (0)7971 201 296

@holasejal (twitter)