



WHY YOU SHOULD ATTEND #theconf12

What it is

Media Evolution The Conference is an international media conference organized annually in Malmö, Sweden. The focus is on factors that are affecting all media businesses and the goal is to get a cross boundary understanding and discussion going between the different industries. Also, as an add on Malmöfestivalen is taking place the same week with lot's of live music, art and fashion on stages around the city

2011

The event was sold out with 650 participating delegates and 40 speakers such as Bill Drummond (KLF), Amber Case (Geoloqi), Riyaad Minty (Al Jazeera), Paola Antonelli (MoMa), Naveen Selvadurai (foursquare) and Luke Williams (NYU/frog design).

2012

Media Evolution The Conference is where the media industries meet., it attracts executives and creatives working with film, games, web, publishing, tech and music.

As a delegate you:

- Participate in discussions with 40 international speakers
- Possibilities to network with 900 participating delegates from all over the world
- Take back crucial knowledge to your daily work about the future media environment
- Benefit from matchmaking possibilities with relevant companies
- Be inspired

Contact

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www.mediaevolution.se/theconference

Registration rates

2 500 SEK (ltd 50 tickets)
3 500 SEK (until April 9)
4 000 SEK (until June 9)
4 900 SEK (walk up rate)

Mindblowing! Top quality sessions, great venue, and a new media brain trust to die for.
– Johan Berndtsson, *inUse*

Words do not express. Art plus design plus cyborgs! Next year, sign me up.
– Dave Asprey

Vibrant, creative and insightful. A great source of inspiration!
– Maisa Dabus

Amazing! Meeting people who lived the future and shared it eloquently quantum leaps my brain.
– Hampus Jakobsson, *TAT RIM*

Enormously well handled, the service, the friendliness, the elegance. What joy! Fantastic.
– Åse Back, *Helsingborg stad*