

Discount for African Festival of Media attendees

Bizcommunity.com has been appointed the official African online media partner for the 2010 Festival of Media. The African industry is encouraged to participate in this year's festivities and to this end Bizcommunity.com is offering all its African-based readers a discount when applying to attend the event in Valencia, Spain from 18 - 20 April.



"Bizcommunity is justifiably proud of being invited alongside some of the world's big hitters in the marketing and media publishing industry to represent the African continent at what is arguably the top media festival internationally. This is a first peek for all our readers on a new development in the content strategy at Bizcommunity - one driven by our enthusiastic user base," says Robin Parker, managing director, Bizcommunity.com.

Special discount

The special discount of £100 (ZAR1109.50) applies to the fee of £1895 (ZAR21025.05) for the full Festival of Media ticket which will allow attendees access to the welcome reception on Sunday, 18 April, all conference sessions from 19 - 20 April as well as the Media Laboratory Exhibition open from 18 - 20 April. To benefit from this offer, email .

"The Festival of Media is always keen to attract the most innovative, creative and competent marketers and media professionals from all over the world. As we are aware of the amazing talent operating in the African continent we have partnered up with Bizcommunity.com in order to reach them and to offer them a special rate to attend the festival this year. We feel it's time for Africa to come and show their media credentials at the most authoritative and influential event for the global media and advertising industry," says Katharina Pesch, COO at CSquared, organiser of the Festival of Media.

Regular updates on the festival

The fourth annual event will host the global media and marketing industry with the aim of recognising the best in media thinking and communications strategy worldwide. As a media partner, Bizcommunity will keep its readers updated with the latest news and images from the festival taking place in 16 days at the Palacio de Congresos.

"The festival is an opportunity to entrench the value of our brand on the continent and to learn some lessons from other industry veterans in developed and developing markets," concludes Parker.

Festival highlights

The festival conference will feature a lineup of business leaders from the global communications and advertising industry including Antonio Lucio, CMO, VISA; Scott McCune, VP Integrated Marketing, Coca-Cola; Christian-Andre Weinberger, CMO, Henkel; Khurram Hamid, group head, Global Strategic Projects, P&G; Kester Fielding, global procurement director at Diageo among others.

The overall winners of the Festival of Media Awards 2010 will be announced at the gala dinner on 20 April, the closing night of the festival. The [2010 awards shortlist](#), [Media Professional shortlist](#) and [judging panel](#) are all available at www.festivalofmediaawards.com.

The Media Lab will be on exhibit at the festival and attendees will have a chance to see shortlisted work from 24 countries covering 78 brands.

There will be plenty of networking opportunities with over 2000 attendees since the launch participating in a variety of workshops, meetings and dinners.

Headline partners for the event are Fox One Stop Media, Orange and Microsoft Office.

[Download the full agenda for the Festival of Media 2010](#)

For more information on Bizcommunity's special discount contact . Email Katharina Pesch on or call +44 (0) 207 367 6996 for information on group booking rates, email Richard Reeves on or call +44 (0) 207 367 6995 for information on sponsorship and exhibition opportunities, email Clare Dewhirst on or call +44 (0) 207 367 6993 for information on the agenda or the logistics.

For more, visit: <https://www.bizcommunity.com>