



**Everyone will be in Paris**

on the 22<sup>nd</sup> & 23<sup>rd</sup>  
of November 2011

FOR **EBG'S BIG MOBILE & SOCIAL MEDIA BUSINESS CONFERENCE**

**PRESS RELEASE**

**22nd & 23rd November – Paris, Espace Grande Arche**

### **MOBILE & SOCIAL MEDIA**

The essential event on social marketing and mobile communications in Europe.

**Opening by Sir Martin Sorrell, CEO ofWPP**

With 4 series of panel discussions, two days of progressive and strategic seminars and discussions running concurrently each day, covering all aspects of mobile marketing and social media.

Almost 2,500 visitors are expected over the two days, which will bring together the market leaders and managers from the largest European companies.

This year, **EBG** will welcome :

- ❖ Chris Hewish - Head of Global Interactive **Dreamworks Animation**
- ❖ Tony Wang – General Manager **Twitter**
- ❖ Lars Silberbauer - Global Social Media Strategist **Lego Group**
- ❖ Annina Svensson - Country Manager **Spotify**
- ❖ Dave Madden - SVP Global Media Sales **Electronic Arts**
- ❖ Stephan Durach - Head of Technology **BMW**
- ❖ Peter Bale - VP & GM **CNN International Digital**
- ❖ Cam Balzer - Chief Marketing Officer **Threadless, ...**

*The programme includes:* Mobile Searching, a new challenge? Why create a free mobile app? How do social networks affect relationships with brands? What is a Social Commerce Application? How do you turn your website into a social site? M-commerce Potential and Opportunities: a rapidly expanding market?

**To discover the full program and register for these two days of discussions and meetings, go to: <http://www.ebg.net/mobile-social/>**

*For almost thirteen years, EBG has been the leading European think tank on the Internet, new media, interactive marketing and mobility fields. The network has 550 companies, 120,000 professionals.*

**Contact : Marine - +33 (0)1 73 03 01 92 [marine@ebg.net](mailto:marine@ebg.net)**