



Everyone will be in Paris

on the 22nd & 23rd
of November 2011

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

PRESS RELEASE

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

MOBILE & SOCIAL MEDIA – If you sleep, you die.

For the second edition, EBG has taken its “Mobile & Social Media” event international, developing it into an unmissable European social marketing and mobile communications conference.

Through a series of four roundtable discussions, international experts from Europe, the USA and Asia will present and analyse all the subjects and issues relevant to mobile and social media today. Almost 2,500 visitors are expected during the two days, which will bring together ecosystem leaders and managers from the largest European companies.

In addition to the roundtables, the partnership space will allow visitors to meet the major players in the mobile and social media ecosystem, and discover their offers and services. This space, consisting of 40 stands, will also allow visitors to exchange ideas and network in one of the many « mini-salons » which will be arranged between the exhibitors.

This event is not aimed at mobile and social media visionaries, but at specialists in the automotive, travel, food and any other industries for whom a thousand questions arise about new ways to promote a brand and sell products on Facebook, Android or the iPhone.

A dedicated mobile application will offer visitors the opportunity to expand their network through proposals for targeted linking, while also allowing them to interact with conference speakers and moderators.

Opened by Sir Martin Sorrell, CEO of WPP, this event will receive extensive media coverage through partnerships with the French and international press (Le Figaro, Euronews, 01net, etc.). The event will welcome both high profile personalities and specialised experts to take part in the relevant topics of the various panels.