

Festival of Media: Showcase Theatre returns

MONTREUX, SWITZERLAND: The organisers have announced the return of the [Showcase Theatre](#) in which various partners will take to the stage to present thought-provoking sessions as part of the overall conference.



The Festival
of Media
Global 2012

The sessions are open to all delegates on a first come first served basis and are set to offer additional learning opportunities for all attendees.

vGRP: The Secret to Cross-Media Comparability?

Will this new metric unlock the true value of digital advertising and help marketers plan, measure and evaluate media across channels?

Digital Share = Market Share?

Do you know your digital share of voice across paid, earned and owned media? This session will tell you where to invest digital marketing dollars.

Engagement Everywhere: Expanding the Ecosystem for a Video Explosion

Explore the impact of online video for marketers seeking to navigate the evolution of three screens and beyond.

Key Factors for the Online (R)evolution - Branding and Data

The key factors for online are branding and data, enhanced by next generation infrastructures based on predictive targeting technologies.

The Mobile Romance: Making it up the Aisle

OMD will demonstrate how marketers can ignite the emotional connection with mobile phones in-store to drive brand sales and market share growth effectively.

Wave 6 - The Business of Social

Powerful social strategies are not built by gathering likes, but by understanding the social experiences and relationships that the consumer wants with your brand AND by identifying which of these experiences best meet brand objectives.

[Agenda](#)

[Book now](#)

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For more information go to <http://www.festivalofmedia.com/global>.

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