

Biz Stone, Vicente Fox confirmed as keynote speakers at LatAm 2010

MIAMI, US: Biz Stone, co-founder of social media phenomenon Twitter, and Vicente Fox, president of Mexico 2000 - 2006, are the first two keynote speakers confirmed for the inaugural Festival of Media LatAm, October 24-26th 2010 in Miami.



Stone runs one of the most talked about media companies in the world and sits at the cutting edge of social media. Twitter has redefined how brands understand consumer perception of their products and services and the 'Twitterverse' is quickly becoming the most powerful marketing forum of the next decade.

Fox was elected President of Mexico in the 2000 presidential election, the first president elected from an opposition party since Francisco I. Madero in 1910 and the first one in 71 years to defeat, with 42% of the vote, the then-dominant Institutional Revolutionary Party. As well as his political life giving him a unique perspective on Mexico and its role within the region, Fox also served as President of Coca Cola Latin America, helping Coca-Cola become Mexico's top-selling soft drink, and increasing sales by almost 50%.



Latin America's first

Stone and Fox will be addressing delegates at the first annual Festival of Media LatAm, held at the Ritz-Carlton hotel, KeyBiscayne, Miami, 24-26 October 2010. They join other speakers at the Festival such as Ricardo Monteiro, head of Media LatAm, Reckitt Benckiser, Elias Selman, director, America Economia, Alexandre Hohagen, regional MD, Google, Enrique Tron, media director, Unilever Mexico and Miriane De Castro Schmidt, media director Brasil, AB InBev.

C Squared, who already organizes the internationally successful global Festival of Media, has teamed up with IMS Internet Media Services, operator of the 'Next Generations Internet Economy' event in Miami, to launch The Festival of Media LatAm 2010. It is Latin America's first festival of media creativity and innovation, and promises speakers from key global and regional advertisers, plus all the CEOs of the regional agency networks.

Delegates will include global brands looking to benefit from the growing potential of Latin America, as well as regional brands, media owners and agencies keen to learn more about global trends and the issues impacting on the development of their own markets.

For more information of The Festival of Media LatAm visit www.festivalofmedia.com/latam or email festival@csquared.cc.