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Social Media Week 2010 Announces Sponsors & Partners

21.01.2010 - 17:37 Uhr, Social Media Week

New York (ots/PRNewswire) - Social Media Week's second annual conference will take place between February 1st - 5th, 2010 simultaneously in New York City, Berlin, London, San Francisco, Toronto and Sao Paulo.

The organizers are proud to announce global headline sponsor Meebo & supporting sponsors Pepsi Refresh for the 2010 conference. In addition to participating throughout the week, their support also means that many of the events taking place during Social Media Week will be free to attend.

"With so many innovations happening in the world of social media, it's more important than ever that industry insiders have a chance to connect to discuss what's next," said Seth Sternberg, founder and CEO, Meebo. "Sponsoring Social Media Week 2010 gives us a chance to help bring these people together from Sao Paulo to London, and we're really looking forward to participating in the events."

The primary aim of the conference is to foster cross-collaboration between the different countries. In total there are at least 130 events scheduled during across the six cities and it is through the incredible roster of event partners that the organizers are able to achieve this goal.

"We hope that through this initiative, we will be able to reach a greater diversity of people, both through the physical events and also online through live streaming and social channels such as Twitter and Facebook. Social media's impact has been profound, creating a global business community that is unprecedented in scope. Social Media Week 2010 is our attempt at embracing this phenomenon and we hope will function as a global platform for conversation, connectivity and learning." Toby Daniels, Founder & Executive Director of Social Media Week

Coinciding with Social Media Week is the launch of the Pepsi Refresh Project <http://www.refresheverything.com> an effort to support those who generate innovative, optimistic ideas, which will award more than \$20 million in 2010 to move communities forward.

"We're excited to be able to spotlight the Pepsi Refresh Project, our new social engagement program, at the premier gathering of social media experts, particularly given the power of digital engagement to build awareness and support for ideas that can refresh the world." said Bonin Bough, Global Director of Digital and Social media at PepsiCo.

For more information on Social Media Week and to find out how to register for events in each city visit <http://socialmediaweek.org/>

About Social Media Week

Social Media Week launched earlier this year in New York City with the aim of identifying and advancing social media practices and policy in the corporate, public and non-profit sectors.

Organized over five days the conference consisted of 35 events hosted in multiple locations around the city, including the offices New York Times, Nielsen, Razorfish and Wired.

In total, over 2,000 people attended the inaugural event and an additional 5,000 people experienced Social Media Week live online with many more participating through the backchannel via Twitter and Facebook.

"Our discussion, 'Making the Brand: Social Media for the Long Haul', was one of the most lively, intellectual, humorous, and thought-provoking panels I've ever had the honor to be a part of. Sharing a stage with Abell, Morrissey, and Vaynerchuk was a humbling experience

that made me want to be humbled again." Ian Schafer, CEO of Deep Focus.

Web Site: <http://socialmediaweek.org/>

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Social Media Week

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