



The Formentera Office of Tourism is pleased to announce that from 5 to 8 May the tenth Formentera20 will take place on the island. For four days, experts in digital culture, communication and creativity will share ideas and talent in assorted venues on the island. The intimately scaled event has become unmissable for lovers of the digital world.

Alejandra Ferrer, Vice President and Councillor of Tourism, expressed her satisfaction at "celebrating the tenth anniversary of this event that brings together experts in communication and marketing and also constitutes a draw for visitors at the beginning of the season". Ferrer described Formentera20 as "an event that helps position the Formentera brand as a benchmark in the digital environment".

Rosa Castells, director of Formentera20, cast this year's Formentera20 as "an unprecedented chance to assemble experts from the most important platforms today". She added that "at the same event we will have directors and representatives from Netflix, Meta (Facebook), Twitter, Prisa and TikTok, as well as standout professionals like publicist Toni Segarra, Vasava founder Bruno Sellés and Isabelita Virtual".

Team of experts:

The opening of the 2022 Formentera20 will be overseen by Toni Segarra, who is considered one of the leading creatives of the twentieth century.

He will be accompanied by María Jesús Espinosa de los Monteros, director general of Prisa Audio; Emilio Pila, director of Twitter Next; Pepa Rojo, creative director of Meta (Facebook); Pablo Skaf, director partner marketing for Spain & Portugal at Netflix; Ana Gómez, head of agencies partnerships at TikTok; Bruno Sellés, co-founder and creative director of Vasava; Isabel Martínez, creative director of @isabelitavirtual.

Registration is open over the next few days on the website www.formentera20.com , where visitors can also find information about the speakers and see the full programme. Formentera residents get a 50 % discount.

Target audience

Formentera20 is aimed at professionals who are passionate about the digital world, entrepreneurs, communicators, lovers of marketing and communication and curious people who want to learn and keep up to date in the digital world.

Attendees will discuss communication, marketing, creativity, branding, content, social networks, podcasts and the latest trends in new technologies and innovation.

The proximity between all participants makes for real networking and exchange of ideas that will serve as a starting point for new projects. This year's event will take place under the banner #DisconnectToConnect (#DesconnectarPerConnectar).

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Communications Office
Consell de Formentera



