

The Formentera office of tourism reports that from 27 to 30 May, Formentera20 will celebrate its ninth year as a forum where authorities on digital culture mingle and share ideas and talent. Scheduled to play out in an array of local settings, the four-day event will embody the Formentera20 hashtag #DesconnectarPerConnectar [DisconnectToConnect].

Consell premiere and tourism chief Alejandra Ferrer shared her satisfaction at seeing plans move forward for the local gathering of industry pros. “It’s more than a just boost to our off-season numbers”, she insisted, “because attendees actually help promote Formentera while they’re here”. That extra help is particularly important now amid the pandemic, she added, “because Formentera20 participants will be able to enjoy the island and tell the world about our wealth of outdoor spaces on social media”.

In the words of Formentera20 director Rosa Castells, the event is “a chance to network, share ideas, get inspired, spend time with industry leaders and learn about what’s happening in the digital world”. As in years past, celebrated prodigies of marketing, communications and creative industries will be on hand to share expertise and ideas and see the latest trends in digital culture. Castells told attendees to expect “a lineup of world-class speakers”, with organisers covering the worldly-wise quotient with guests like HBO vice-president Patricia Reis and @isabelitavirtual, a creative chief whom Webby Awards celebrated for Best Content in Art and Culture.

**Expert speakers:**
Patricia Reis, VP Marketing, HBO
Mónica Moro, Managing Director of Creativity, McCann Espanya
Elena Bule, Communications Chief, Twitter Espanya
Carlos Fernández Guerra, Digital Chief & Social Media Manager, Iberdrola
Miquel Martí, CEO, Barcelona Tech City | www.barcelonatechcity.com
Mar Abad, Director and Co-founder, El Extraordinario podcast [Former Yoroboku founder and Brands & Roses producer]
Soraya Castellanos, Spain Lead, TiK ToK
Isabel Martínez, Creative Director, @isabelitavirtual
Javier Piedrahita, Director, Marketingdirecto.com [moderator]

**Who is Formentera20's target audience?** Formentera20 is for passionate professionals of the digital world—for communicators, marketing lovers and individuals who want to be in the know to better articulate their project or business proposal.

Discussion will centre on communications, marketing, creativity, branding, content, social media and how to use the ever present resource more proficiently. Participants also share space, and that closeness makes it possible for real networking to take place and ideas to be exchanged, often the catalysts for new projects. Castells says this is what makes Formentera20 truly unique.

Interested parties can find out more and sign up at www.formentera20.com , but spaces are going fast. To encourage participation, organisers have implemented a 50% discount for Formentera residents.

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**Communications Department**
**Consell de Formentera**