

Media 2010 announces exclusive International MasterClass Series

Media 2010 presenters Ming Chan, The1stMovement and Olivier Reichenstein, information Architects, will present exclusive digital media master classes in Sydney

In the lead up to the Media 2010 Commercial Media Summit in Sydney, Media 2010 and X|Media|Lab are thrilled to announce two international master classes. The sessions, presented by Emmy Award winning digital media strategist, Ming Chan CEO of The1stMovement, and Olivier Reichenstein CEO information Architects, will focus on digital design and digital advertising.

Regarded as one of the worlds newest stars in digital advertising strategy and design, Chan will explain the process behind creating an award-winning digital campaign and will showcase one of the most memorable digital campaigns he created for action sports lifestyle brand, Airwalk.

The online viral competition called the Unsigned Hero offered music bands the chance of a lifetime to compete and play at one of the most influential music festivals in the world, the SXSW in Austin, Texas. With over 500 bands entering (4-times more than the previous year), 86,000 votes cast and 7-times overall impressions and visits to the campaign website than that of the previous year, the 2009 Airwalk Unsigned Hero online campaign was the most successful campaign of its kind in 2009.

Hailed as one of the best-known design agencies in the world Olivier Reichenstein, CEO of information Architects will discuss the steps involved in digital news design. According to Reichenstein user experience is the key to every successful campaign. To design a business you need to understand the full spectrum of how it's experienced. Every stakeholder, from staff, journalists, editors, marketers, advertisers, readers, has a unique perspective and "user experience" which needs to be considered, said Reichenstein.

He advocates that digital news design doesn't start with the information architecture or the typographic grid of a site. It starts with the question: How will we make money? And it comes to a full circle when you can answer the question: What do we do to make sure that our readers need us?

To find out how global content businesses are answering this question register today:

News and

the Spectrum of User Experience MasterClass with Olivier Reichenstein

Date:

Wednesday 17 February, 9:00PM 12:00PM

Venue:

Pricewaterhouse Coopers, 201 Sussex St. Sydney, NSW 200

Register:

Media 2010 Master Class

Creating

an Award-winning Digital Advertising Campaign from Start to Finish MasterClass
with Ming Chan

Date:

Wednesday 17 February, 1:00PM 4:00PM

Venue:

Pricewaterhouse Coopers, 201 Sussex St. Sydney, NSW 200

Register:

Media 2010 Master Class

For more

information please contact Caroline Shawyer at The PR Group, on: Tel: 0401 496
334, (03) 9662 2011 or email: caroline@prgroup.com.au

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Media

2010

Media

2010 is a one-day elite commercial media summit bringing together the media
industrys most influential powerbrokers to discuss the rapid evolution taking
place in the media, marketing and advertising industries and where
opportunities will lie in the new decade. Media 2010 is presented by Fairfax
Digital and supported by X|Media|Lab.www.media2010.com.au

About

X|Media|Lab

X|Media|Lab

is the internationally acclaimed professional network and digital media event
for the worlds creative industries. X|Media|Lab provides assistance with
creative industries development, business development and access to
international expertise and finance. Each X|Media|Lab is a completely
unique event where people with original digital media ideas connect with a
superb international network of independent creative thinkers, technology
wizards, commercialisation experts, potential business partners and financial

resources. www.xmedialab.com

Since

its founding at the Sydney Opera House in 2003, 30 X|Media|Lab events have been held in 10 locations all around the world including: Beijing, Shanghai, Suzhou, Mumbai, Kuala Lumpur, Singapore, Seoul, Amsterdam, London, Los Angeles, Auckland, Wellington, Melbourne and the Sydney Opera House.