



## CAROLYN EVERSON – VICE PRESIDENT AT FACEBOOK WILL BE THE KEYNOTE SPEAKER AT MEDIARUN FESTIVAL

The Festival (June 12 – 15 in Gdańsk, Poland) is the leading business and marketing event in Central Europe. This year, we will have the great honour of hosting Carolyn Everson, Vice President Global Marketing Solutions at Facebook. This will be Ms Everson's first ever visit to Poland.

Carolyn Everson is Facebook's Vice President of Global Marketing Solutions. She leads the global marketing solutions team focused on top strategic accounts and global agencies. In addition, she oversees media strategy, advertising sales, and account management.

Carolyn has been named the "Women to Watch"; Fortune listed her in the top-40-under-40 list two years in a row; she was recognized by AWNY as Changing the Game and inducted into the prestigious Hall of Achievement by the AAF. She was recently acknowledged with the Reisenbach Foundation Distinguished Citizen Award for her contributions to the marketing industry and to society.

During Mediarun Festival on June 12, Ms Everson will make the speech "Building deep customer relationships at scale".

Paweł Netczuk, the creator and organizer of the festival said, "We are almost at the finish line in terms of our preparations for the festival. At this point I can say the sheer number of experts that will partake in the festival has solidified our event as the business-marketing event in Poland, with a strong international perspective," he added, "We are very happy that the Festival will host such an esteemed guest as Carolyn Everson. This will be Ms Everson's first visit to Poland, which will be such a wonderful opportunity for her to share her knowledge and experience with the Festival's participants."

Marcin Bruś, Client Partner CEE, Facebook said, "we are very happy that Carolyn will be making a speech during Mediarun Festival," he added, "On the one hand it is proof of how important Poland is for Facebook – last year Poland become one of the few European countries where Facebook has their offices, on the other hand this will be a magnificent opportunity for Polish marketers to meet one of the key people at Facebook."

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Among our many esteemed guests, we will welcome Mr Joeri van den Bergh, an expert of the Y generation, and also author of the best selling book “How cool brands stay hot: Branding to Generation Y“. We will also welcome Ms Stephanie Holland, a specialist in marketing to women, who has found herself among the top 20 marketing bloggers according to the Forbes magazine. We will have the honour to host Mr Christian von den Brincken, who is the director of marketing at Ströer. We will have a chance to listen to a lecture by Mr Clark Parson from the Berlin School of Creative Leadership as well as Ms Gabi Salinas who is the Global Brand Manager at Deloitte. International speakers are to make up more than half of the total number of guest lecturers. Among Polish guest speakers we will welcome Ms Natalia Hatalaska.

Mediarun Festival has ambassadors who are international business experts and who have participated in previous editions of the Marketing Directors‘ Congress.

Nick Shonemann, the Managing Director of INNOSPARK, who is the guest speaker and ambassador of this year’s Festival said “I have participated in previous years’ edition of the Festival and I believe that this is an event absolutely worth participating in. It is a unique platform to meet international experts and highly qualified Polish marketing professionals. I strongly recommend joining us this year!“

The first two days of the festival will be devoted to the Congress. During the Congress, guests will be able to attend two parallel sets of educational lectures.

The third day will be devoted to the Leaders in Poland event, which is a unique chance to meet with business leaders. In the evening of June 14th, participants will be invited to attend the Gala Finale of the Marketing Director of the Year competition. Saturday the 15th will be devoted to recreational activities for those participants who decide to prolong their stay in Gdansk.

For more information or to apply for the festival follow the link below:  
<http://mediarun.com/festival/>

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