



In a press conference today, the Office of Tourism of the Formentera Council unveiled plans for the fourth Formentera 2.0, a series of conferences slated to take place May 5–8. The presentation was attended by Alejandra Ferrer, CiF tourism councillor, Carlos Bernús, head of the tourism advisory board and Rosa Castells, organiser of the event. The series, noted Ferrer, is part of a campaign dubbed *Descobreix Formentera al maig* (Discover Formentera in May), a push to attract tourists with special programming in the off-season. The councillor also talked about the potential of such an event to “put Formentera at the centre of the buzz surrounding information technologies and social media,” a possibility she hailed as “very good for tourism.”

According to organiser Rosa Castells, Formentera 2.0 has become a benchmark for IT-related events and includes high-calibre contributing speakers. Among the renowned speakers participating in talks this year are Salvatella founder Genís Roca; director of digital and social media at Iberdrola, Carlos Fernández Guerra; Gestmusic director Tinet Rubiera; director of digital marketing at Banco Santander, Sofia Mayoral; IT digital manager of FC Barcelona, Abraham Clotet; Naciódigital.cat director Karma Peiró; one of the founders of Vasava, Toni Sellés and Marketingdirecto.com director Javier Piedrahita.

Networking and experience-sharing

Also noteworthy, said Castells, are the high skill levels of participants, a factor that has allowed the conferences to become “places of experience-sharing and networking”. Over the 4-day course speakers and attendees will go in-depth on important subjects like digital transformation, social media and branded content, television, social networks and “360° creativity”.

Formentera 2.0 is sponsored by the Formentera Council and the Patronat de Turisme, the island’s tourism advisory board. Included in registration (€220) are entry to all associated events and discounted accommodation. For more information, contact www.esfreus.com

Updates can also be found at www.formentera20.com

