



This morning, Formentera's councilor of Tourism and Transport, Alejandra Ferrer, presented the plan for a series of multimedia lectures to be held on the island and dubbed Formentera 2.0. Joined by the creative mind of the project, Rosa Castells, Ferrer explained how the initiative would be built around a number of different workshops on new technologies and new channels of online communication, and how as an event Formentera 2.0 was poised to turn the island into a key player in technology on 4, 5 and 6 October.

Over the course of the event's two days, programming will focus on various aspects of online communication. Classes will be led by seven lecturers whose ample experience in digital communication made their participation key in last year's edition of Formentera 2.0. It is hoped that the event will become a referent in the field for both participating specialists and attending students.

Over the course of practical workshops and informative lectures, participants will have the opportunity to share their knowledge and experience against the backdrop of Formentera's natural scenery. Lecture topics run the gamut from content creation, recording and reproducing real-time personal videos to learning the most appropriate channels for distributing personal projects, negotiating the world of social networking, or carrying out a project using micro-funding.

In a world where viral communication, social networks and new technologies are the new

names of the game, new multimedia tools are absolutely essential. Organisers hope the event will be at once didactic and enriching, allowing all those in attendance an opportunity to scratch their technological itch. Somewhere in the area of 25 guests are expected to attend.

As a promotional event poised to bring new visitors to the island outside of the traditional summer period, the Formentera Island Council has wholeheartedly supported this initiative. Similar programming has also included the Formentera Fotogràfica workshop, which brought a wave of photo aficionados to the island's shores in May. Such initiatives contribute to a promotion of Formentera's qualities as a tourist destination not just from June to September, but during the rest of the year too.

Formentera 2.0 is also made possible by the support of El Periódico newspaper and the Estrella Damm brand.

More information is available at www.consellinsulardeformentera.cat or www.formentera20.com.