



At noon today Carlos Bernús and Rosa Castells met in the courtyard of Centre Antoni Tur Gabrielelet to give a presentation on the upcoming edition of Formentera 2.0. Bernús, head of the island's tourism advisory board, and Castells, organiser of the gathering on IT and digital culture, pitched Formentera 2.0 as a one of a kind chance for leaders in creativity, new technologies and digital communication to come together against an altogether unique backdrop.

Formentera 2.0's workshops and conferences are aimed at promoting exchanges of ideas and information and educating participants about a digital culture in full evolution. More broadly, organisers see it as an opportunity to connect, share and learning in the company of recognised experts in the field. Plus, the days are formidable occasions for networking, not least because the events put speakers and attendees in direct contact with one another. The philosophy behind Formentera 2.0 is to make learning fun; the motto: "Disconnect to connect".

Twenty-three people have already registered and interested individuals will have through 25 April to sign up via the website, formentera20.com. For every participant registered ten square metres of posidonia seagrass will be set aside.

Premier speakers

This year's programme tackles digital transformation, social media, content, multimedia platforms, creativity, digital marketing, new technologies, TV, virtual reality and big data. Speakers include first-class names from the world of communication such as digital transformation leader Bernardo Crespo; Carlos Fernández, chief of Iberdrola's digital and social media departments; Ana Castro, manager at Coca-Cola; Franc Aleu, creative director; David Saura, head of content at FC Barcelona; Bruno Sellés, founder of Vasaka and Phil González, founder of Instagramers.