The Formentera Office of Tourism reports that from 7 to 10 May, Formentera20 will celebrate its eighth year as a meeting place where authorities on digital culture to share ideas and talent. Set in an array of local settings, the four-day event will embody the Formentera20 hashtag #DesconnectarPerConnectar [DisconnectToConnect].

Backed by the Consell de Formentera and part of the local publicity push known as Discover Formentera in May, the gathering was conceived as a way to, in the words of Formentera's president and tourism chief, "create incentives and develop the island's arsenal of culture- and fitness-related programming to draw tourists to Formentera in the low season".

According to director Rosa Castells, Formentera20 is "a chance to network, share ideas, get inspired and learn about what's happening in the digital world in the company of industry leaders and in the some of the island's most breathtaking settings".

Target audience
Formentera20 is for passionate professionals of the digital world—for communicators, marketing lovers and individuals who want to be in the know to better articulate their project or business proposal. Participants also share space, and that closeness makes it possible to have real networking and ideas exchange, which can serve as the catalysts for new projects. Castells says this is what makes Formentera20 truly unique.

2020 speakers:
Patricia Reis, VP Marketing, HBO www.hbo.es
Javier Pagán, Senior Manager of Entertainment & Telecoms, Amazon / www.amazon.com
Bruno Sellés, Creative Director and Founder of Vasava / www.vasava.es
Marilín Gonzalo, Digital Director of Newtral / www.newtral.es
Xisela López, Executive Creative Director of Sra. Rushmore / www.srarushmore.com
Juan Baixeras, VP Country Manager of AUDIBLE / www.audible.es
Ricard Castellet, CCO of Barcelona TechCity / www.barcelonatechcity.com
Cristina Ribas, Director of Digital Communications for Ajuntament de Barcelona / www.barcelona.cat

Interested parties can find out more and sign up at www.formentera20.com . Space is limited. In order to encourage participation, Formentera residents are eligible for a 50% discount.

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Department of Communications
Consell de Formentera