

# emote'08

CONTENT EVOLVED

08.01.23 STOCKHOLM

## **YOU WANT TO EMOTE.**

Emote is a content-driven forum that embraces this fundamental human characteristic. To greet someone. To be seen. The need to make one heard.

Content.

It is nothing new. Although there have been strides en masse to deliver phone-derived content in the past, the technical infrastructure and the phones have not been advanced enough. Until now. Today we have the ability to capture the wide scope of human emotion; be it in the shape of games, user generated content or mobile TV.

## **YOU WANT TO INSPIRE.**

However, technology and infrastructure is not enough to develop solid content. It really boils down to channeling your creativity and inspiration down to a meaningful whole. You need inspiration.

## **YOU WANT TO BE INVOLVED.**

Emote gives you the opportunity to meet industry professionals and newcomers alike – it is irrelevant whether you are a fledgling enthusiast or a skilled veteran. Our common goal is to create an environment conducive to sharing ideas for the future content development business. There will be plenty of opportunities to discuss the latest news in the business in order to see where we are headed. All this content will undoubtedly be fueled by the latest mobile technology.

Gone are the days when phones were just for talking.  
Enter Emote.



Date and location for implementation:

The jazzclub "Nalen" in Stockholm, 12:00 – 17:00

### EMOTE08 Content Evolved

Our common goal with EMOTE is to create an environment conducive to sharing ideas for the future content development business. In that sense, EMOTE provides would-be sponsors an unprecedented opportunity to be seen as well as granting great business potential within the sphere of the content business.

The communicative theme for EMOTE 08 is; the mobile is not a phone. The starting point for the forum is all mobile phone activities, excluding traditional conversation. The corner stones of the concept are the suppliers of existing and potential content products. And throughout this day, we want to give them a chance to be inspired by other content markets for their future development and investments. The companies are given a chance to learn from already established industries and meet and consult with the technology-oriented suppliers that are facilitating the development within the industry. What's more, there will be an immense opportunity for everyone involved to create new business and creative networks, or expand upon old ones. To be able to meet counterparts in other companies is vital to succeed in the content business.

### Important facts about EMOTE08

- EMOTE08 will feature a wide array of speakers, ranging from prominent figures within the music industry such as **Stefan Blom** (EMI) to **Anssi Vanjoki** (Nokia fame) and **Indra Åsander** (TeliaSonera), as well as innovators and entrepreneurs like **Anna Bråkenhielm** (Silverback).
- The target audience of 500 people is divided in two parts: Visitors and exhibitors. The primary, and the most common, characteristic of these two is their focus on content development. The secondary grouping is the technology suppliers.
- The event will be focused on content and how to maximize its business potential.
- Media coverage for the sponsors will be handled via the media partners Computer Sweden and Internetworld. Invitation and marketing will be sent out through Computer Sweden and Internetworld in print, web, newsletter and e-DR to the IDG database.
- Computer Sweden and Internetworld are also producing EMOTE08 in cooperation with TeliaSonera and Minnesota Communication.

### **EMOTE 08: Set-up**

- An exhibitor space where companies can demonstrate and market their products and ideas. An informal forum with the feel of a meeting place.
- On one of the premises, a number of shorter seminars will be held. Its content will be relevant for the entire industry.
- The seminars and speeches will be focused on more detailed analysis of a specific trend, market or industry related phenomenon. The topics of these seminars and speeches are Mobile TV, Gaming and User Generated Content
- The seminars and speeches will also be broadcast through a mobile portal especially built for EMOTE. Through this portal, the visitors will be able to hear in on what is being said even though they are not attending the seminars.
- The interactive visitor will have the opportunity to pose questions via the mobile portal and have them answered by the seminar speakers.
- The main attraction of the day is a virtual keynote speaker, a speaker of high dignity in the industry. Its function is to hold a shorter speech via link (prerecorded) that is exclusively sent through the mobile portal. Information regarding this matter will be shown on screens and mobile portals throughout the day in order to further integrate the mobile as a communications channel.
- The marketing and registration procedure will go through a customized web- and mobile portal. The mobile portal will be integrated with the content from the day and hold information, demonstrations etc. The visitor can pose questions to the exhibitor and set up meetings through the portal. The portal will be further developed with the continuous aim of integrating the visitor.
- On the premises, screens will be placed to function as an extension of the portal. The screens will have the same layout as the portal and contain information, film clips, sponsor films and seminars. The screens will be integrated into a mobile phone dummy, with good potential exposure for phone producers.
- On the premises, a lounge area will be built for the visitors and sponsors to engage in networking and inspirational discussions.
- In order to participate and get the most out of the day there will be certain requirements for the visitors' mobile phones. The day is focused on the mobile portal, thus it will be the most natural communications channel to the visitor. It is of great importance that the visitor perceives and can handle the mobile portal as an information channel.

