



# 2013

## The Future of Mobile

**MLOVE ConFestivals**

MLOVE  
Parties

Mobile  
X

MLOVE TV  
& Media

MLOVE  
Trend Report

MLOVE  
Ambassador

## MLOVE Overview and Events 2013





MLOVE  
meet the Future of Mobile.

“Best Event for Mobile”

WIRED





# MLOVE 2013

## About.

MLOVE brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders, or just having a good conversation.

MLOVE connects the mobile industry to the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

Our media services and global events support you to reach a very bright community you won't find a second time.

MLOVE is focussing on innovative target groups with different events globally. We offer the right events around the globe to reach mobile thought leaders:

### ☆ Entrepreneurs & Startups

Mobile Developers, CEOs, CMOs, CTOs, Designers & Mobile Experience Agencies, Mobile Advertising & Media Specialists

### ☆ Innovators

Brand CMOs & Innovation Managers, Innovation Labs at Mobile Operators, Mobile Business Consultants & Evangelists, Mobile Product Managers & Practice Leaders

### ☆ Visionaries

Musicians, Artists, Futurists, Editors, Scientists, Art Directors & Creatives in interactive design





MLOVE  
2013

## What we do.

### MLOVE ConFestival

Our 3 day flagship event gathers a young and passionate group of visionaries, opinion leaders and kick-ass trendsetters. It's a mix of keynotes, visual thinking workshops and an entertaining festival program. Get involved: Present your company's knowledge, share new ideas and enrich the festival with you brand and vision. Take it as a playground of ideas. Next stop: California, Berlin, Barcelona and Asia.

### MLOVE Party

We have the hottest parties around the globe gathering the greatest minds in mobile. During Mobile World Congress, SXSW, Pioneers Festival or Christmas season in Berlin our parties are legendary. They are a relaxed platform to get in touch with the leading mobile community.

### MLOVE TV & Media

You have a message worth spreading? Hop on our media train and we help you to become part of the conversation. We are expanding our reach through interviews in MLOVE.TV, mobile trend content at mlove.com or through social media outreach.

### MLOVE Mobile x

Mobile offers a wide range of disciplines and playgrounds. We offer customized events for music, fashion or other topics. Mobile x is a day long event with the same inspiring format like a MLOVE ConFestival. The events take place alongside big events like Fashion Week or Reeperbahn Festival.

### Mobile Trend Report

We feature the latest mobile trends and use cases for brands and agencies gathered by 80+ trend scouts. Our monthly Trend Report is available as a monthly subscription.

For further trends and insights beside our monthly report, we also offer customized reports for your industry or topic.

### MLOVE Ambassador

You want to partner with a local MLOVE event? Very committed MLOVE alumni are invited to become a local ambassador and spread the word of MLOVE around the globe. You could co-host a MLOVE Salon or Party in your city with our ambassadors.






## Partners.

You are in good company! Since 2010, we had the privilege to partner with world class brands for our MLOVE events. Partners who attended MLOVE in the past become an „Alumni“ and part of the world wide MLOVE community. This community is growing and actively helping the newbies at MLOVE. Partners and alumni benefit from a strong support within the MLOVE tribe and early bird tickets for our events.

Here are some brands who supported MLOVE in the past.

**NOKIA**

 **HUAWEI**

Life is for sharing.  
.....

**htc**

  
**vodafone**



**Google™**

 **myTaxi**

Alcatel·Lucent 

**dentsu**

**SONOS®**

**hub:raum**

**BASE**

**e-plus<sup>+</sup>**

**AUPEO!**  
PERSONAL RADIO

**Onitsuka  
Tiger®**



**Audi**  
Vorsprung durch Technik





**T. Mizukawa**  
Director Mobile Arts Lab,  
DENTSU, Japan



**Beverly W. Jackson**  
Senior Director Strategic Marketing,  
GRAMMY's (L.A., USA)



**Salim Ismael**  
Global Ambassador & Founding CEO  
Singularity University,



**Martin Lange**  
Head of Mobile Global,  
OgilvyOne



**Adele Waugaman**  
Former Senior Director,  
UNITED NATIONS Foundation



**Marc Mielau**  
Former Head of Digital,  
BMW Group



**Amish Patel**  
Experience Design Manager  
Xbox, Microsoft



**Daniel Graf**  
Director Maps Mobile,  
GOOGLE,



**Thomas Goetz**  
Former Exec. Editor,  
WIRED, USA






# MLOVE 2013

## Event Calendar 2013

### ☆ Februar

 MLOVE MWC Closing Party 2013 @Ocaña, Barcelona - February 28


---

### ☆ March

 MLOVE SXSW Trendlounge, Austin Hilton Garden Inn - March 8 -12


---

### ☆ April

 MLOVE ConFestival USA 2013 @Monterey, California - April 24 - 26

---

### ☆ June

 MLOVE ConFestival Europe 2013 @Beesenstedt, Germany - June 19 - 21


---

### ☆ July

 MLOVE Mobile x Fashion (TBC)

---


### ☆ September

 MLOVE Mobile x Music, Reeperbahn Festival, Hamburg

 MLOVE Palau @Montjuic, Barcelona - partnership with MoBA (Mobile Barcelona Festival)

---

### ☆ October

 MLOVE Party @WebSummit, Dublin

---

### ☆ November

 MLOVE ConFestival Asia 2013 - TBC

 MLOVE Party @Pioneers Festival, Vienna

---

### ☆ December

 MLOVE X-MAS Party, Berlin - December 12

MLOVE events take place around the globe and offer a wide range of themes and inspiring locations. Our community grows with every event.

#### **MLOVE Salons**

In 2013 we are working on some additional local MLOVE events - informal and organized by MLOVE ambassadors.

# Where do we go now?



MLOVE  
2013

## Media Partner.

We are proud of our media partners that supported us to spread the word about MLOVE, its attendees and partners. Besides our own media channels, we are growing these cooperations since a few years. For more details about our media impact please request our media kit.

TechCrunch

WIRED

MobileMarketing  
News | Views | Analysis

VentureBeat

HUFFPOST TECH

mobiThinking™



Business  
Punk  
WORK HARD. PLAY HARD.



GQ

women 2.0  
foundings startups

mm  
MOBILE MONDAY™

MMMA MOBILE MARKETING ASSOCIATION

MobiADNews  
CONNECTING MOBILE + MEDIA + ADVERTISING





# Passion.Inspiration.Future of Mobile.

Our philosophy at MLOVE is to engage our participants at every event around the globe. We thrive, that our cooperations & partnerships are always remarkable and a hands-on experience that guides attendees with pleasure through MLOVE events.

Our formula is easy: A good cooperation is when both – partners and participants – are highly satisfied. We like you to think of the MLOVE ConFestival as a your playground of ideas.

Find MLOVE on Facebook, Twitter, [mlove.com](http://mlove.com) & [mlove.tv](http://mlove.tv)  
In order to keep up to date, please subscribe to our newsletter for regular information about events & partnerships.

## ☆ Get in touch!

For further information about events and customized partnerships or if you just want to hop on our media train feel free to contact the responsible MLOVER!

**Harald Neidhardt**  
Founder & CEO  
+49 160 94477555  
[harald@mlove.com](mailto:harald@mlove.com)

**Ewa Okolski**  
Director Event  
+49 172 4204848  
[Ewa@mlove.com](mailto:Ewa@mlove.com)

**Felix Wieduwilt**  
Sponsor Sales  
+49 151 40417219  
[felix@mlove.com](mailto:felix@mlove.com)

**Alejandra Torres**  
Sales & Marketing  
+49 152 21887780  
[alejandra@mlove.com](mailto:alejandra@mlove.com)

**Gianfranco Chicco**  
Director ConFestival  
+39 340 6740817  
[gian@mlove.com](mailto:gian@mlove.com)