



# MLOVE ConFestival, Japan

Introduction for Mobile Monday

**Will Bohn**





## Team MLOVE Japan.



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Founder & Curator,  
MLOVE



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ConFestival Director,  
MLOVE Japan

# Lifestyle of Mobility.



Events

ConFestival

Berlin

Silicon Valley

Japan

Publishing

Online

.com

.tv

...

Research

Trend Reports

Workshops

...

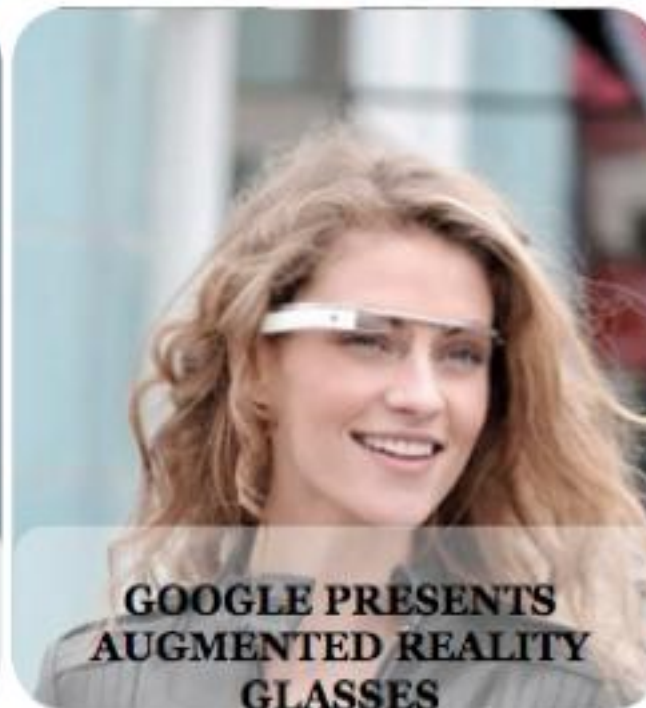
# Global Trends.



## MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW  
**05**  
2012





# “Best Event for Mobile”

## WIRED

(How-to Event Guide: Best for Startups 2012)





# About the MLOVE ConFestival

“a Meetup for the IT Avantgarde”

Süddeutsche Zeitung

The MLOVE ConFestival, focuses on **innovative mobile opportunities** for brands, entertainment, media & more industries and the impact of mobile as a social catalyst for positive change.

MLOVE events bring together CEOs, innovators and start-up entrepreneurs from across multiple disciplines to share, learn and **cross-pollinate ideas** with an array of scientists, artists and other thought leaders.

The event exposes 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.

WIRED

TechCrunch



MobileMarketing



COOL HUNTING  
coolhunting.com

design mind

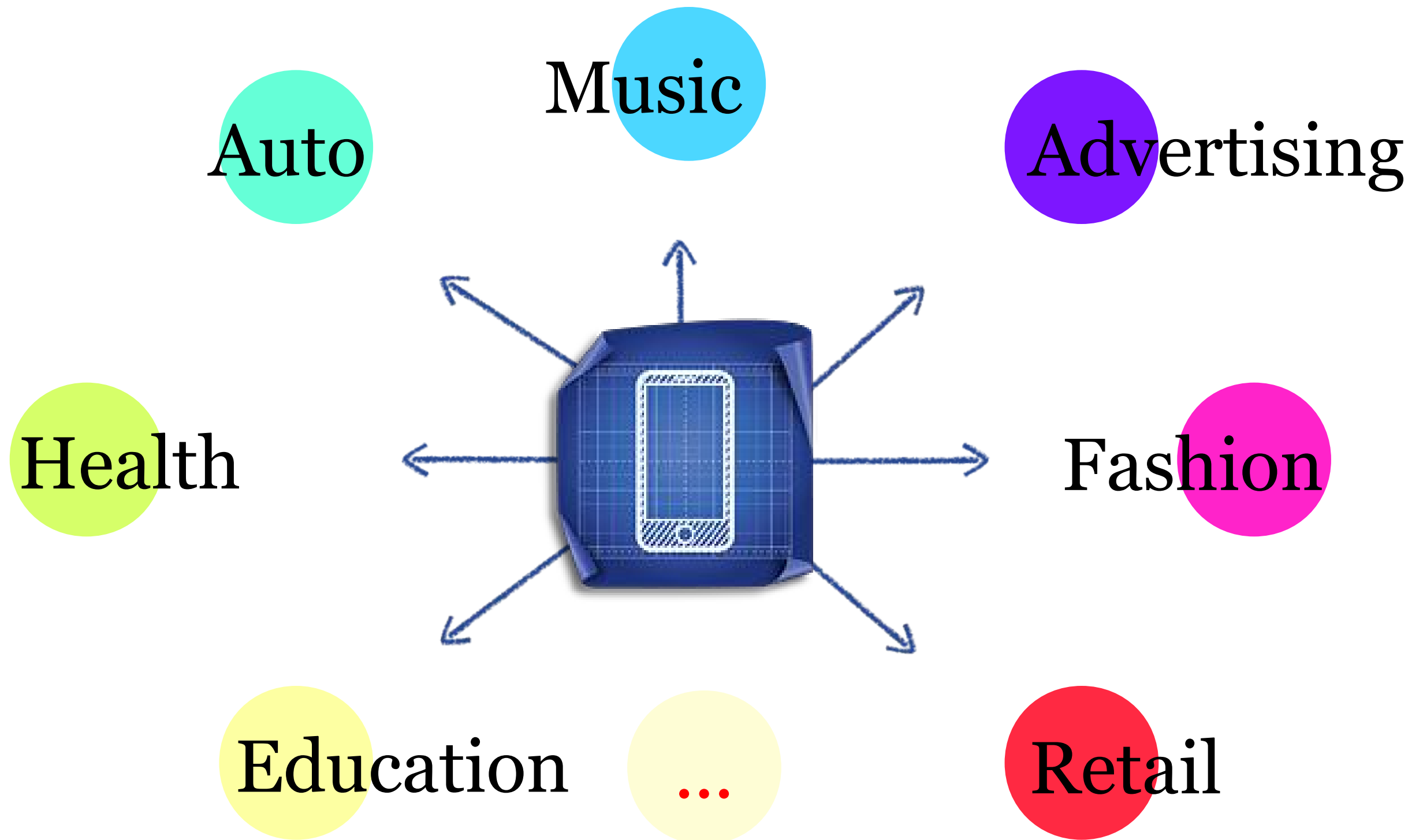


# Future of Mobile.



Mobile is the Remote Control to Our Lives

# Cross-Pollination.







ConFestival 2012

Monterey, USA

Berlin, Germany

Tokyo, Japan

“The MLOVE ConFestival cemented its reputation as a  
**‘TED for Mobile’** by spoiling attendees with three  
days of inspirational talks and workshops”  
Contagious Magazine



MLOVE USA  
April 24-26  
Monterey, CA



MLOVE Europe  
June 27-29  
Berlin, Germany



MLOVE Japan  
Fall 2012

# Inspiring Location: Monterey, California.

Right on the Pacific Coast



Asilomar is a beautiful conference retreat directly located on Highway 1 near Pepple Beach golf club and 17-Mile-Drive.

Refuge by the Sea



Space for 250 people - no shuttles needed, Single or Double rooms; start-up saver rates available





# Inspiring Location: South of Berlin.

A Magic, Medieval Castle

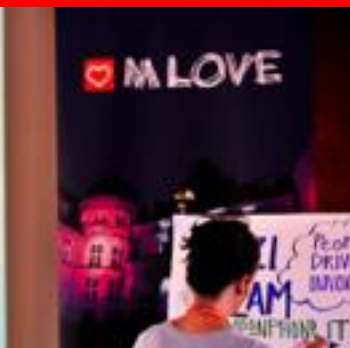


The 18th Century castle is the birthplace of MLOVE ConFestival - a unique place to get inspired and network.

Open Space for Inspiration



Space for 250 people - Shuttles arranged, Additional barn buildings for ideation and brainstorming formats.





# Inspiring Location: Near Tokyo, Japan?







# Inspiring Speakers



**“I felt that MLOVE changed my life.  
I learned so much from all the wonderful people I met  
and listened to and came back reinvigorated, inspired  
and happy.”**

Peter Hale, Co-Founder, GBH, London & Speaker 2011



# Previous Speakers



**Thomas Goetz**

**Exec. Editor, WIRED, USA**



**Amish Patel**

**Chief, Microsoft, USA**



**Chamillionaire**

**Grammy Award winning musician**



**Adele Waugaman**

**Senior Director, UNITED NATIONS Foundation**



**Daniel Graf**

**Director, GOOGLE, Mobile App Lab (USA)**



**Beverly W. Jackson**

**Director Marketing, GRAMMY's (L.A., USA)**



**T. Mizukawa**

**Director Mobile Arts Lab, DENTSU, Japan**



**K. Kitamura**

**CEO, Butterfly Inc., Japan**



**Russell Buckley**

**Blogger, MobHappy, UK  
Ex-Evangelist, GOOGLE**



**Martin Lange**

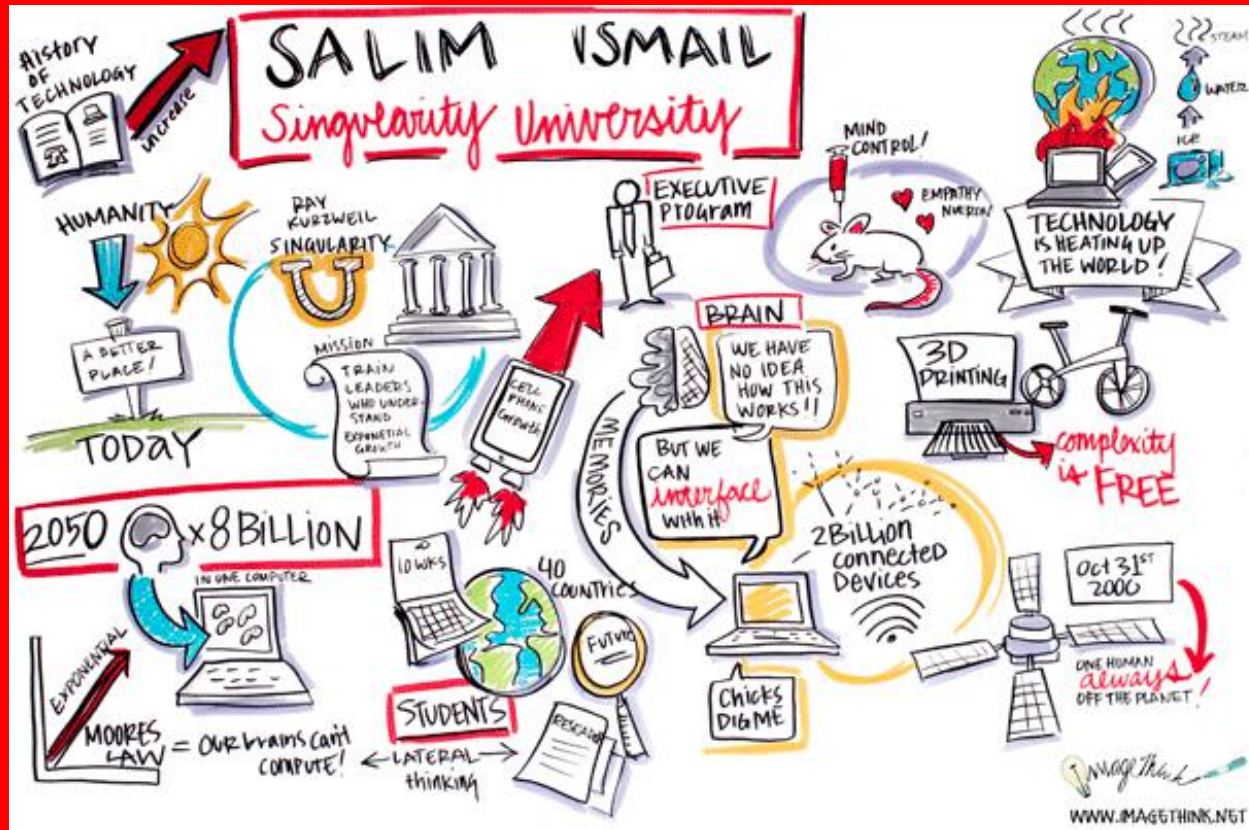
**Head of Mobile Global, OGILVY**

**... and speakers from:** NOKIA, Alcatel Lucent, GBH (Agency for Virgin Galactic), Volkswagen, Vodafone, Microsoft, T-Mobile, E-Plus/BASE, BMW, Onitsuka Tiger (Team Lab), GrameenPhone, AdMeld, MediaMind, Smaato, ESOOU, ...





# Visual Recording



ImageThink,  
New York

also recording at:

TechCrunch  
DISRUPT







# Ideation Formats

## OPEN SPACE



100+ people discuss 1 big question,  
split up in small groups &  
vote with their feet ...

## FUTURE CUBES



5+ Intense Ideation Workshops:  
20 participants each discuss 1 theme;  
highly interactive take aways

Though the backdrop is **Mobile**, the goal is to **stimulate new ideas** and thinking which you can apply to your life, your business and to inspire others.





# Experience Creativity



Integrate Art & Culture for a unique experience:  
**“Augmented Architecture”**

Bruce Sterling, WIRED



# Audience Networking



“Make new  
International  
Friends”



# MLOVE ConFestival Agenda

*Day 1*

*Day 2*

*Day 3*

*Day 4*

*Opening Speakers*

*Open Space*

*Conference Speakers*

*Registration &  
Power Networking*

*Start-Up Competition*

*Conference  
Speakers*

*Future Cube Workshops*

*Breakfast optional*

*Welcome Dinner,  
Entertainment*

*White Dinner,  
Art Show*

*Dinner &  
BonFire*

*We encourage all  
speakers to stay  
@MLOVE for  
the whole  
ConFestival,  
especially for the  
Future Cube  
sessions.*

The MLOVE ConFestival is designed to maximize networking opportunities, get inspired, exchange new ideas & share learnings with a practical ideation outcome.





# MLOVE Participants



## Previous MLOVE Participants:

Accenture, BMW, Omnicom, AdMeld, AKQA, Lufthansa, Nokia, Google, Microsoft, GRAMMYs, Alcatel-Lucent, FreeNet, Telekom, T-Mobile, Vodafone, Smaato, Yoc, Huawei, Otto, Axel Springer, **Asics**, BASE, Daily Mail, **Dentsu**, SapientNitro, Burda, **D2C**, TrendOne, HRS, Pixelpark, RTL, iconmobile, Razorfish, Sagem, Fjord, G&J, WPP - Ogilvy, Fishlabs, WIRED, United Nations Foundation, VW, ...

## Entrepreneurs / Start-Ups

- 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 Videos

<http://make.tv/mlove/show/115560>

More MLOVE videos at:  
<http://mlove.tv>

# Inspiring Location: Near Tokyo, Japan?





# Possible Location: Kamakura

Close to Tokyo, Tradition, former Capital, Nature





ConFestival 2012

Monterey, USA

Berlin, Germany

Tokyo, Japan

# Possible Time: November 14-16

## Possible Partnering with:

MLOVE Media Partnerships with:



Partners 2012:



Prior events supported by:





# Partner Benefits.

**Achieve** professional feedback from thought leaders in conversations & workshops

**Innovate** with a highly motivated audience in a very creative and open environment

**Gain** customer loyalty and **New Business** through top level presentations



# Partner Benefits.

- **Engage** the mobile innovation elite
- **Lead** intense sponsored workshops
- **Enjoy** ideation, learning & networking
- **Get** Inspiration for your mobile strategy
- **Launch** Apps, Products & Services



# Motivation.

**Japan is the Future of Mobile, Now!**  
Let's show the World!

MLOVE is inviting leading Mobile Thought Leaders from Europe and the USA to experience Japan.

MLOVE wants to help **promote Japan** as a Leader of Mobile Innovation & Creativity.







# Advisory Board Japan

”

**Japan is a hub for not only innovation, but long-term vision.** – Kei Shimada



Kei Shimada  
DENTSU  
MLOVE Ambassador, Japan



**William Bohn**  
**D2C**  
**MLOVE Supporter, Japan**

## Themes:

## How will Mobile change the Future of these industries ?

Automotive/Mobility, Sustainability, mHealth, Advertising / Media, Music, Games, ... Start-Up competition



# Contact



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Download the MLOVE Report 2011:  
[www.mlove.com/report2011](http://www.mlove.com/report2011)

Watch Speakers & documentation trailer at:  
[www.mlove.tv](http://www.mlove.tv)