



The island's Office of Tourism reports that May 3-6 Formentera will be the site of Formentera 2.0, a series of day-long explorations of digital culture, emerging technologies and communication turning six in 2018.

At once a plug of the island's status in the digital world as well as its role as a getaway destination, if the prestigious Formentera 2.0 has taken on particular relevance in the digital realm, it is not just thanks to the event's lineup of speakers but also to the professionals they attract.

The day-long events are staged at various points across the island in a bid to afford participants a chance to network and bolster professional relationships. The initiative is seen as a chance to share talent and knowledge and see the latest advances in tech discussed by top-tier professionals.

### **Speakers at sixth Formentera 2.0**

This year's Formentera 2.0 welcomes the following speakers: Sarah Harmon, director at LinkedIn Iberia; Lluís Alsina, director of innovation and digital at Gest Music; Toni Sellés, founder of Vasava; Glòria Molins, director of global experiences at Airbnb; Covadonga Noguero, media director at Estrella Galicia; and Álvaro Morales, director of innovation and media at Carat.

Topics will include digital marketing, content, social media, strategy, digital, transmedia, creativity, television, design and digital communication.

### **This Spring, Formentera is a destination for culture and fitness**

Activities like Formentera 2.0, the sixth Formentera Fotogràfica, the tenth Formentera half marathon and the fifteenth Ophiusa sailing regatta are part of a bid to showcase Formentera as a sports and cultural capital. They also serve to encourage visitors to the island outside the summer season.

