

The Formentera Office of Tourism is pleased to report that this weekend the tenth Formentera20 was held. For four days, experts in digital culture, communication and creativity shared ideas and talent in various spaces on the island in an intimate event for fifty lovers of the digital ecosystem.

Alejandra Ferrer, Vice President and Councillor of Tourism, voiced her satisfaction at celebrating ten years of an event that draws experts in communication and marketing to Formentera. "It has also brought 50 individuals who, through social media, help position Formentera as a focal point in social media and the press", she added, "and that is another reason to celebrate".

Rosa Castells, director of Formentera20, Rosa Castells, said the tenth edition of the event would include firsts such as "visiting experts from the biggest platforms of the moment such as Netflix, Meta (Facebook), Twitter, Prisa, TikTok and others, as well as leading lights of the trade like publicist Toni Segarra, Vasava co-founder Bruno Sellés and Isabelita Virtual".

Participants' proximity created the conditions for a real network and exchange of ideas that will serve as a starting point for new projects at an event that, once again this year, was summed up under the slogan #DisconnectToConnect.

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Communications Office
Consell de Formentera