

Revolutionizing Journalism

Powered by HACKS/HACKERS

mediaparty.org

A three-day "hands-on" conference at the forefront of news and technology

October 5-6-7, 2023

Ciudad Cultural Konex Buenos Aires, Argentina









Trei Brundrett • 1er

Cofounder / Senior Advisor / former COO at Vox Media

Well, this is cool. In the mix of industry conferences, Media Party is one of a handful of my favorites.

It's a unique collection of entrepreneurs, journalists, developers and designers interrogating topics that only emerge at the intersection of media and technology. The format is more open, more hands-on, embraces the weird (they indulged my request to play a full minute of an Aretha Franklin song in the middle of a talk I gave so the audience could really grok how awesome the Swampers of Muscle Shoals were). I've met and developed relationships with so many people outside my normal network at Media Party and not just because it's international or was first set in Buenos Aires.

I'm excited to see what form it takes here in the northern hemisphere as it goes global, so see y'all in Chicago in June!

Ver traducción



Mariano Blejman 🌟 🌟 🌟 • Tú

CDO / CPO / Media Party Founder / Smart Story / Former Knight Fellow at ICFJ 3 semanas • Editado • 🕥

Media Party is going global! The hands-on celebration of journalism and technology that has brought more than 10,000 people to Buenos Aires over the past decade is coming to the United States. Save the dates for I ...ver más

Ver traducción





Tú v 15 personas más

2 comentarios







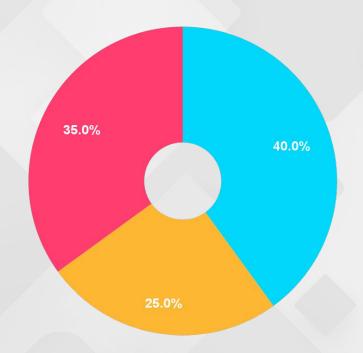


After the first ever Chicago Media Party edition Media Party arrives again in Buenos Aires, Argentina



- Media Party is a 3-day-long event that regularly connects 2000+ entrepreneurs, journalists, software developers, and designers from five continents to work together for the future of media, news and society. Capacity for inaugural US event: 350.
- The event merges great global companies with the biggest international communities of journalism networks, entrepreneurs, and developers to solve real problems.
- Activities include Keynotes, Media Fair, Workshops, Lightning Talks, and Hackathon.

MEDIA PARTY



Media Party audience is composed of 40% journalists, editors, and media entrepreneurs, 30% developers, and 30% data advocates and members of other fields, such as entrepreneurs, marketing, adtech, etc.

Activities in Buenos Aires





Our call to action

Dive into a culture of collaboration, openness, and practical learning.

Participants will be able to...

Discover: Attend over 20 keynotes led by global media and technology experts.

Showcase: The Media Fair is the best innovative show & tell space for 50+ world-class initiatives and services.

Learn: Be trained by the best mentors in tools and methodologies used in artificial intelligence. For tech professionals, it's a chance to understand media's challenges. More than 50 hours of overall training.

Connect: Network with industry leaders, pioniers and peers.

Create: Collaborate in teams to develop news and media tools, products, or services at the hackathon.

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Media Party is an incredible collection of crazy thinkers, crossing country lines to tackle the problems of an entire continent.

-Melissa Bell, Vox Media

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Media Party facilitates the intersection between the media and technology industries in an innovative, international and hands-on way

We believe that a strong partnership between healthy and vibrant media and tech ecosystems improves the quality of information and how societies are informed, and creates better democracies.

Better journalism, better networks, better democracy

Main opportunities and challenges

MEDIA PARTY

• Synthetic Media

The possibility of making realistic virtual environments creates a series of new challenges and opportunities for media and readers.

Generative Al

Those who train the models will be part-owners of the new reality. What can the news industry and platforms contribute to the construction of truth?

Local news

Accurate, trustworthy local news is central to democracy but hard to preserve in an era of increasing media consolidation How can new technologies and tools jumpstart local storytelling?

Misinformation

The spread of false news in real time builds distorted interpretations that have enormous impact on the world's democracies. How can platforms, media and civil society work together to mitigate this phenomenon?

Security & privacy

Security and privacy threats affect not only the ability to make journalism responsibly and independently, but also the very lives of journalists. Who owns users' data, and how can we be responsible and transparent?

Globalization

Major media and tech companies serve global and multilingual audiences. Who is left behind and who moves forward in this environment? How can we harness the opportunities and mitigate the challenges of an increasingly networked world?

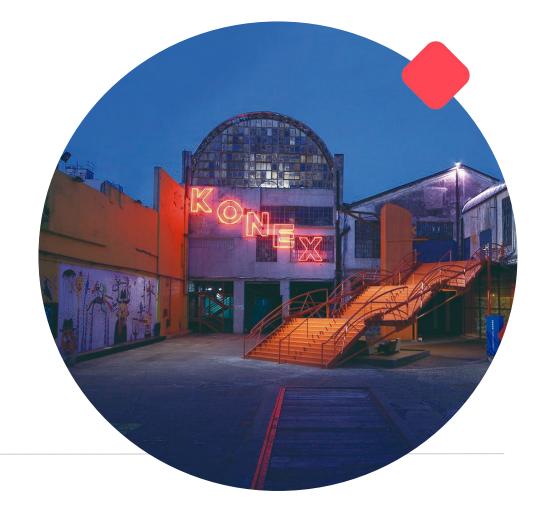


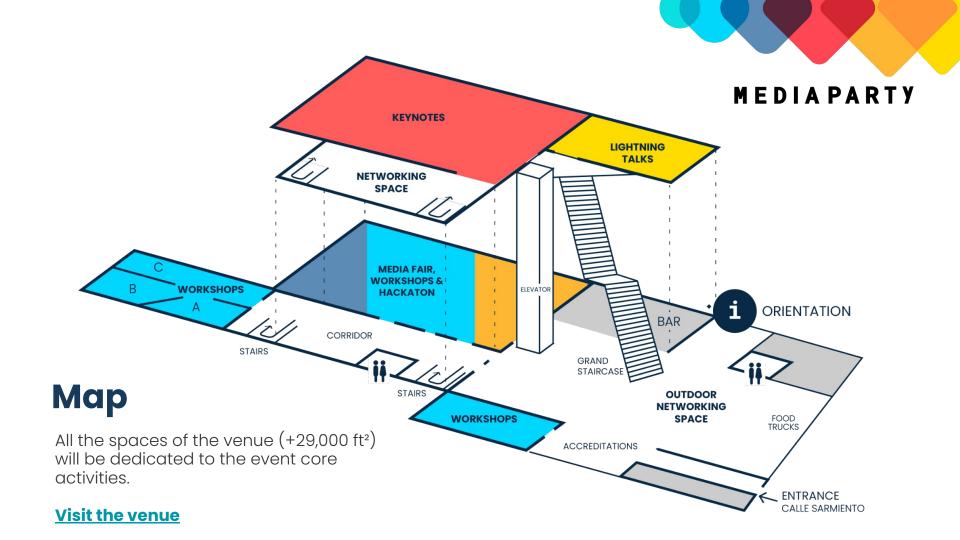
Media Party is unique, only comparable with London's Mozilla Festival in size and vibe. It's the biggest Hacks/Hackers event in the world.



The Venue

Media Party will be hosted at the **Ciudad Cultural Konex**, a unique venue located in the Abasto neighborhood of Buenos Aires city.

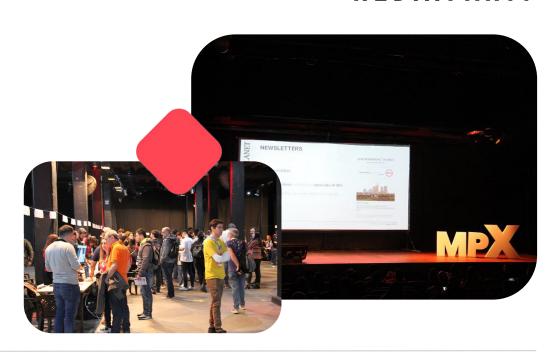






Showcase - Keynotes and Media Fair

- Keynotes highlight global innovation case studies with 20 minutes on the main stage (real time translation)
- Demo your work at the Media Fair (like a science fair but for innovative media and tech projects - two hours long)

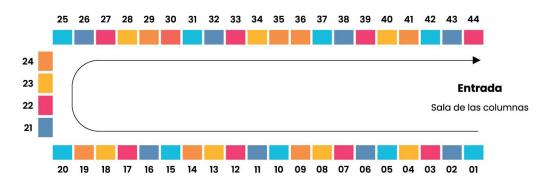


Showcase - Demo Day

 You will have 15 minutes to make a demo about your product in a 200 seats auditorium.



Showcase - Media Fair (2022 Sample)



The 2022 Buenos Aires Media Fair Layout

100fronteiras	16	IWPR	31	Promoción de buenas prácticas en medios de
All Aideas	17	IWPR		comunicación
BAenFoco	18	JournoDAO	32	Protocol.Ai
Chequeabot, la	19	JW Player	33	RadioCut
automatización de Chequeado	20	La Izquierda Diario - Red Internacional	34	Redacciones 5g de Telecom
CLIP Centro	21	La Nación Data	35	Reveniu
Investigación Periodística	22	Laboratorio de Innovación Digital de	36	RockingData
Datasketch		Fundación Huésped	37	Ruido
Dosunos	23	Mediastream	38	Sysarmy
El Estilo Libre	24	Meedan	39	The Self-Investigation
FANCINE	25	Muchnik	40	Universo Genealógico de la Creatividad Argen
Fanz	26	Mutante		(y otros)
Filtraleaks	27	Newspack	41	Visión Latina
Indómita Media	28	Operational Resilience for	42	Voltadata
Internet Society		Authoritarian Environment	43	Washington Post
IWPR	29	Osea El Litoral	44	Wikimedia Argentina
IWPR	30	Prensa Obrera		
	All Aideas BAenFoco Chequeabot, la plataforma de automatización de Chequeado CLIP Centro Latinoamericano de Investigación Periodística Datasketch Dosunos El Estilo Libre FANCINE Fanz Filtraleaks Indómita Media Internet Society IWPR	All Aideas 17 BAenFoco 18 Chequeabot, la plataforma de automatización de Chequeado 20 CLIP Centro 21 Latinoamericano de Investigación Periodistica 22 Datasketch Dosunos 23 El Estilo Libre 24 FANCINE 25 Fanz 26 Filtraleaks 27 Indómita Media 28 Internet Society IWPR 29	All Aideas BAenFoco Chequeabot, la plataforma de cutomatización de Chequeado CLIP Centro Latinoamericano de Investigación Periodistica Datasketch Dosunos El Estilo Libre FANCINE Fanz Filtraleaks Indómita Media Internet Society Is JournoDAO La Izquierda Diario - Red Internacional La Nación Data La Nación Data Laboratorio de Innovación Digital de Fundación Huésped Mediastream 4 Medan Muchnik 5 Muchnik 26 Mutante 27 Newspack Operational Resilience for Media working in an Authoritarian Environment La Variante Society La Nación Data La Nación Data Laboratorio de Innovación Digital de Fundación Huésped Mediastream 28 Muchnik 29 Operational Resilience for Media working in an Authoritarian Environment	All Aideas 17 IWPR BAenFoco 18 JournoDAO 32 Chequeabot, la 19 JW Player 33 chequeado 20 La Izquierda Diario - Red Internacional Internacion

Collaborate - Workshops + Hackathon

- Offer a two hours "hands on" workshop to connect with the community and gather feedback on tools you've developed
- Be "hands on" at the hackathon and find a group of collaborators to take your idea/project/need to the next level



Impact



According to our survey, 72% of attendees said that **Media Party** impacted their organization. **General results: 4.4 / 5 overall satisfaction**

Media Party "hands on" conference is unique for its ability to:

- Generate a productive space in the media industry that creates a real impact on knowledge and tech adoption.
- Open a window to global innovation in the media ecosystem
- Build networks that generate a positive impact on strengthening communities that improve the way in which societies are informed.

Impact

Networking*: What did you enjoy the most?

"In-depth connections to new people."

"Everyone was very open and there was a lot unstructured time for networking. I talked to so many people than at any other conference I've attended in the past!!"

MEDIA PARTY



*According to the ICFJ Media Party Chicago Impact Report

Impact

- For speakers, brands and products this event will represent an impactful game-changer moment: you will get attention from innovators, communities, and senior decision-makers.
- Recruiters get access to the best collaborators on the market. The Media Party gets
 international attention because it creates opportunities for connecting smart people
 with media and tech companies, to solve big challenges.
- Investors have the chance to have one-to-one contact with the best media and tech startups worldwide.
- **Entrepreneurs** can test new offerings,, find partners, solicit user feedback, and drive awareness and adoption of their products among key markets.

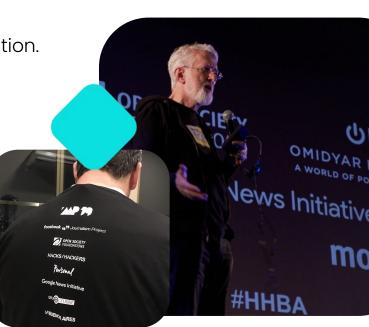


Ways to get on board

We offer different partnerships and sponsorship plans according to your organization, brand, company, or publication.

- Pre-party: Email and social networks campaigns, preroll, post-roll, badges.
- Onsite: Ad banners, main stage screen, side screens, and t-shirts.
 - Your talent: led keynotes or workshops.
 - Your ideas drive social events like happy hours
- Post-party: Post Media Party Longtail content

Be part of this outstanding experience!







Media Party is a **non-profit event** powered by a community. We want partners and sponsors to have an organic presence in the event: add value, get value.





Our top tier sponsors, usually **major** world-class organizations whose mission is to improve journalism and spur innovation.

We use this support to secure core event execution, to invite international speakers and also to highlight the partners' values and portfolios at the conference.

Our main partners are advertised **in all materials** and have access to prime **on site activation.** Limited opportunities available.



For organizations or companies that want to align their brand with the mission of our event, being at the cutting edge of innovation or technology for media.

We advertise **Super Sponsors'** presence at the venue, in digital platforms and also in core activities like keynotes, workshops and media fair.

Super sponsors are allowed to have a focal point (stand or BTL activities) in the venue over the two days.

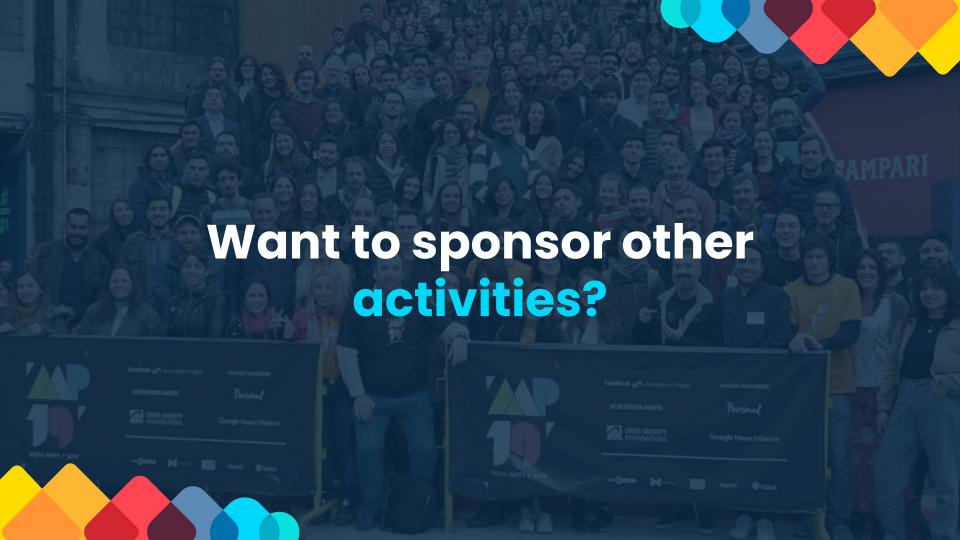


For organizations and companies that want to **expose a particular initiative or product** and reach their target audience in the field of media innovation.

We secure **Sponsor** presence at a digital brand level in the venue and via organic activities like Lightning Talks and with a **spot at the Media Fair**.

Sponsors can have **one afternoon focal point** (stand or BTL activities) during the conference.

BENEFITS	Main Partner	Super Sponsor	Sponsor
Digital presence (web, landing, e-mail)	х	х	x
Show your talent at main stage	х	TBD	
Showcase your product at lightning talks		х	x
Your brand in all screens	х		
Your brand in the t-shirt	х		
Two days stand or BTL activities	х	х	
One day stand or BTL activities			х
Show your product at the Media Fair	х	х	х
Your logo at the press wall	х	х	
One promotional email to our database (12.000 people)	х	х	



Sponsor specific activities



Connect your company with big brands, media, tech and communities worldwide.



More Spots for Brands

Explore other options to meet your goals:

- Content sponsor: pre or post-Party content put your company in front of media and tech brands and relevant communities worldwide.
 Streaming, videos, newsletters and posts.
- Fireside Chat: Friday Noon at the venue.
 Conversation and networking with industry leaders sponsoring a brunch or finger foods.
- Night Party: Sponsor one Media Party night in bar near the venue.

Be part of this outstanding experience!





Thanks for being part of first Chicago Media Party experience!



Partners









Super Sponsor



Allies













Previous Partners

Previous supporters include Google News
Initiative, Meta Journalism Project,
Omidyar Network, Open Society
Foundation, Mozilla Foundation, Open
News, Decentraland, JSK Fellowship at
Stanford, North Base Media, MDIF, IBM,
Amazon, Telecom, Globant, Mercado Libre,
WordPress, among others.

Previous Speakers

During more than a decade we have hosted more than 500 media innovation speakers:

Chris Moran (The Guardian), Nima Boscarino (Hugging Face), Miranda Marcus (BBC), Jeff Jarvis (Cuny), Melissa Bell (Vox Media), Lisa Gibbs (AP), Greg Barber (The Washington Post), Grzegorz Piechota (INMA), Trei Brundrett (Vox Media), Anita Zielina (CUNY), Rishad Patel (Splice Media), Jennifer Brandel (Hearken), Charo Henriquez (The New York Times), Mar Cabra (ICIJ), Alastair Dant (The Guardian), Brian Boyer (NPR), Dan Sinker (Open News), Amanda Zamora (Texas Tribune), Aron Pilhofer (Temple University), Aviva Loeb (The Washington Post), Lauren Rabaino (Vox Media), Sasa Vucinic and Marcus Brauchli (North Base Media), Jackie Maher (The New York Times), Pablo Mercado (Vox Media), among many others.

Our founding team

Media Party was founded by Mariano
Blejman, former Knight Fellow at ICFJ. The
executive producer is Mariana Berruezo,
who's been the executive producer since
the event's conception, and Gino Cingolani,
our Program coordinator.

In addition, The Media Party is supported by a **community** that includes 40 volunteers from media organizations and is globally supported by the **Hacks/Hackers network**.

MEDIA PARTY







Our international team

MEDIA PARTY

The "hands on" conference is globally supported by the **Hacks/Hackers** network.



Contact us

Any other ideas?
Please shout!

HACKS/HACKERS

If you want to know more and get involved in the event, contact us at:

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