



Announcing MLOVE ConFestival – April 14-16, 2010

A Castle of Inspiration & Passion for things that matter most.

London, November 30, 2009 / mlovesociety.org – MLOVE announced today a new event exploring inspiration and how mobile will change our future.

The first MLOVE ConFestival in April of 2010 will combine a new way of sharing inspiring stories, innovation, leadership and entrepreneurial success from around the globe. The invite-only event will take place at an undisclosed location that is a 100-room castle and once served as a gathering place of a secret society.

Requests for invites can be emailed to 2010@mlovesociety.org

MLOVE will be a ConFestival of ideas, surprises and value for those that are going beyond the ordinary, challenge the status quo and for those that want to learn and share with fellow *passionistas*. MLOVE's goal is to enable people to be inspired and inspire others one story at a time.

"Never before has there been such an intoxicating mix of personal experiences and personal interaction, all centered around the most personal communication device of all time" said MLOVE advisor Jonathan MacDonald, Managing Director of JMA, the global agency that enables companies to execute projects in mobile and other new media.

"We are bringing together CXO's, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders," said Peter Giblin, Director of the MLOVE ConFestival. 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.

The MLOVE ConFestival is a two and a half day event designed to take you outside of every day thinking; an inspirational experience in a trusted environment. The backdrop is mobile, but the goal is to stimulate new ideas and thinking which you can apply to your life, your business and to inspire others.

"We believe mobile is nothing less than the future of our every day lives," says Andrew J Scott, also an MLOVE advisor and the entrepreneur behind Rumble. "As radio, the telephone, jet engine, television and the Internet before it, wireless communication changes everything."

How will mobile change your future?

About MLOVE:

The MLOVE tribe started grass roots by an international group of "mobile passionistas" in 2008. Through MLOVE "camps" in Barcelona, San Francisco, Munich, London, New York and Singapore the agenda for MLOVE evolved into more than mobile.

The advisory board to the MLOVE ConFestival 2010 includes: Andrew J. Scott (Rumble), Harald Neidhardt (Smaato & Founder MLOVE), Jonathan MacDonald (JMA), René Bellack (Vodafone Media Solutions!) and Stefanie Hoffmann (aka-aki). The ConFestival is co-produced for MLOVE by Peter Giblin of *Learn.Share.Play* and in association with James Cameron of *Camerjam* (www.camerjam.com).

No further details have been announced yet. For information and your request for an invite write to 2010@mlovesociety.org or go to www.mlovesociety.org
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