

# MEDIA DAY

– Let's get inspired!

Wednesday March 23rd 2016 at 10-17, Vanha Maantie 6, Espoo Finland

**MEDIA DAY** is an event organized by Helsinki Metropolia University of Applied Sciences. This multi-disciplinary event gathers digital media companies and experts, educators and students to:

- evaluate the impact of digitalization in learning and teaching
- share media industry innovations, technology research and knowledge
- discuss the prospects of employment, education and training in the media field

The event focuses on new media industry technologies via exhibition area, international expert keynote speeches and technology demonstrations. Mediaday enables educators and students to network with industry experts.

**Mediaday is full of expertise. Come and join to watch and listen:**

- Industry keynote speakers
  - **Nicolas Dolenc** (Executive Producer, SLUSH)
  - **Mathias Peetermans** (BEL) (Sales Nordic, Crestron)\*
  - **Juska Wedland** (Ylex)
  - **Tuomas Kytömaa** (Site Lead, Zalando Tech Hub)\*
  - **Kristoffer Lawson** (Founder and CEO, SOLU)
  - **Thomas Westerholm** (CEO, 3D-render)
  - **Magnus Westin** (SWE) (Technical sales and support Nordics, AMX by Harman)\*
- \* in English
- Exhibitors in the main lobby e.g.



- Student projects
  - 3D printing
- Metropolia Library services

Soft Mediaday is organized as part of the main event. Soft Mediaday is the Helsinki Metropolia University of Applied Sciences media technology graduates and software professional's annual forum.

Soft Mediaday March 23rd at 13-16.

Program and registration:

<http://mediaday.metropolia.fi/soft2016/>

### **Why to attend Mediaday?**

You have access to the latest technologies and innovations in the media sector, as well as to network with industry players. You will hear what kinds of skills the labor market needs right now and what type of knowledge is generated in the education sector to fulfill the industry's requirements.

**Tervetuloa! Welcome!**

**Event is free of charge.**

For more information:



<http://mediaday.metropolia.fi>



<https://www.facebook.com/itsmediaday/>

Jonna Eriksson,

Project Manager and Executive Producer: +358 40 714 5112

[jonna.eriksson@metropolia.fi](mailto:jonna.eriksson@metropolia.fi)

Producers:

Jesse Lempiäinen ([jesse.lempiainen@metropolia.fi](mailto:jesse.lempiainen@metropolia.fi))

Teemu Jalkanen ([teemu.jalkanen@metropolia.fi](mailto:teemu.jalkanen@metropolia.fi))