



**MEDIA PARTY**

**Revolutionizing Journalism**

**[mediaparty.info](http://mediaparty.info)**

Powered by

**H/ACKS/H/ACKERS**

“

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

-Melissa Bell, Vox Media

”



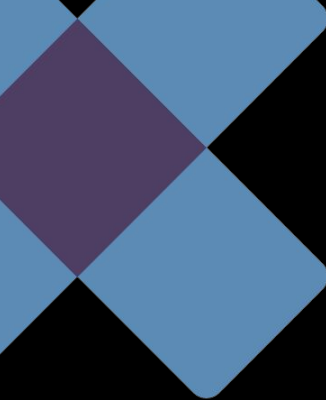
## **MEDIA PARTY**

**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**





**A three-day  
“hands-on” conference  
at the forefront of news  
and technology**

This year's theme:  
the intersection of News x AI

**June 8–10, 2023**  
**Polsky Exchange Center**  
**Chicago, United States**





# About the event



**After 10 editions in Buenos Aires, Argentina,  
Media Party arrives in Chicago (June 8-10th, 2023)**

**MEDIA PARTY**

- 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.
- Programming includes Keynotes, Media Fair, **Workshops**, Lightning talks, **Hackathon**.

**This year, we are excited to celebrate our international expansion with the Chicago Edition as a first step to explore other continents (Europe, Asia) in 2024, while we keep growing our Buenos Aires edition.**

# The Venue

## MEDIA PARTY

**Media Party** will be hosted **8-10th June 2023** in partnership with the **Polsky Exchange Center**, a 34,000-square-foot startup incubator in the city of **Chicago**, in the United States.





# Activities in Chicago

	6/8, Thursday	6/9, Friday	6/10, Saturday
Morning	Keynotes	Keynotes	Hackathon
Noon	Media Fair	Works hops	
Afternoon	Workshops	Lightning talks	Kick-off Hackathon

“



**Trei Brundrett** • 1er  
Cofounder / Senior Advisor / former COO at Vox Media  
3 semanas •

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 y 15 personas más

2 comentarios



Recomendar



Comentar



Compartir



Enviar

”

“

Retwitteaste



**Jeff Jarvis** ✓

@jeffjarvis

...

.@blejman's magnificent Media Party is going international, from Buenos Aires to Chicago (one steak city to another) in June. Can't wait.

[Traducir Tweet](#)

**HACKS  
CKE**

hackshackers.com

Media Party is going global

Media Party is going global! The hands-on celebration of journalism and technology that has brought more than ...

10:04 a. m. · 5 feb. 2023 · **2.218** Reproducciones

2 Retweets 7 Me gusta

”



## Our call to action

Dive into a culture of collaboration, openness, and practical learning. Participants will be able to...

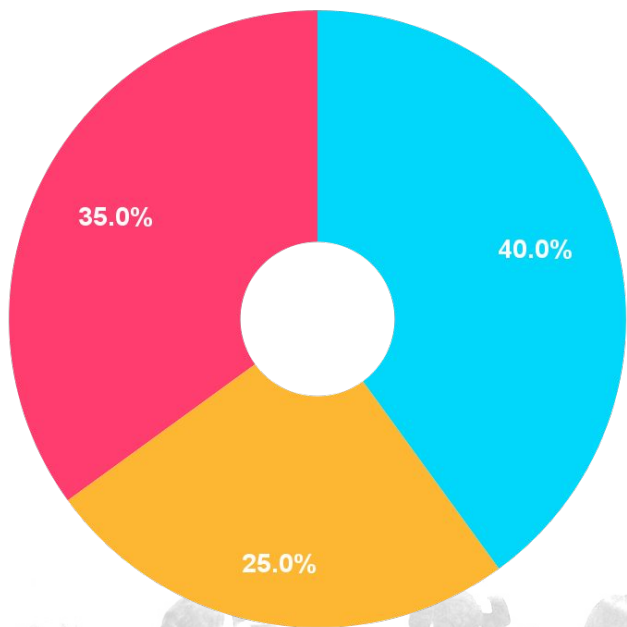
**Discover:** Attend over 20 keynotes led by global media and technology experts.

**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:** Learn from industry leaders and new entrants in limited talking groups.

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



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.





**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.



AREA DE TRABAJO  
WORKING SPACE

# How can you participate in Media Party 2023?



# Showcase – Keynotes and Media Fair

MEDIA PARTY

- **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)





# Collaborate – Workshops + Hackathon

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- 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

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# Impact

## 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 AI**

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?

# Impact



**MEDIA PARTY**

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



## MEDIA PARTY

- 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.



# How can you sponsor Media Party?

# 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!**

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## MEDIA PARTY



# Sponsorship tiers: make it happen

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.



**Main partner**



**Super  
sponsor**



**Sponsor**



**Main partner**

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.





**Super  
Sponsor**

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.



## **Sponsor**

For organizations and companies that want to **expose their particular 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.

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



**Want to sponsor other activities?**

# Sponsor specific activities

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



**After hours**



**Night parties**



**Breakfasts**



# Sponsor post-Party content

# Sponsor content

Our post-Party content keeps your company in front of big brands, media, tech and communities worldwide.



**Streaming**



**Videos**



**Newsletters**



**Posts**

# 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:

**mediaparty.info** · **YouTube channel**

- Whatsapp +54911 50080629
- Mariano Blejman, **LinkedIn** ·
- [mariano@hackshackers.com](mailto:mariano@hackshackers.com)



**MEDIA PARTY**

**Powered by**

**H/ACKS/H/ACKERS**

**Partners**



# Previous partners

Previous supporters include **Google News Initiative, Meta Journalism Project, Omidyar Network, Open Society Foundation, Mozilla Foundation, Open News**

**JSK Fellowship at Stanford, North Base Media, MDIF, IBM, Amazon, Telecom, Globant, Mercado Libre, WordPress**, among others.

# Previous speakers

**During than a decade we have directly invited more than 500 media innovation speakers to Buenos Aires. Those are some of them:**

Chris Moran (The Guardian), Jeff Jarvis (Cuny), Melissa Bell (Vox Media), Alastair Dant (The Guardian), Brian Boyer (NPR), Dan Sinker (Open News), Amanda Zamora (Texas Tribune), Aron Pilhofer (Temple University), Jackie Maher (The New York Times),

Trei Brundrett (Vox Media), Pablo Mercado (Vox Media), Greg Barber (The Washington Post), among many others.Sasa Vucinic and Marcus Brauchli (North Base Media), Anita Zielina (CUNY), Aviva Loeb (The Washington Post), Mar Cabra (ICIJ), Lauren Rabaino (Vox Media), Aron Pilhofer (Temple University), Jackie Maher (The New York Times), Pablo Mercado (Vox Media), Greg Barber (The Washington Post), among many others.



**Bonus: Photo Gallery**





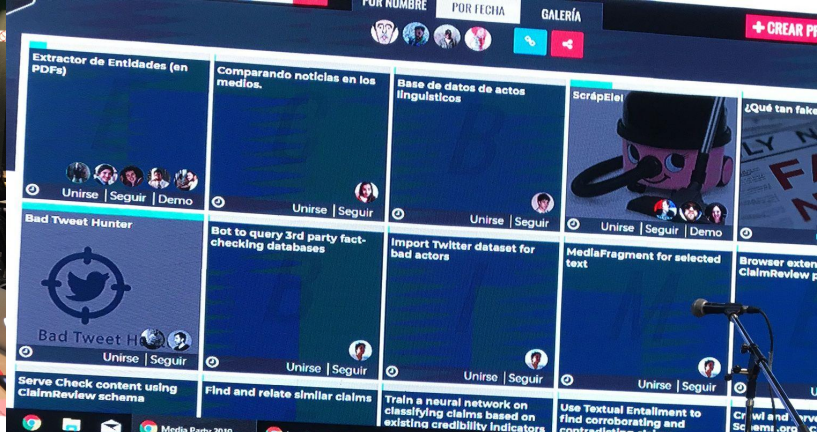


**MEDIA PARTY** 10ª EDICIÓN  
MEDIOS Y COMUNICACIÓN



A DAY IN  
THE LIFE  
- AGUSTINA  
GEWERC





#MediaParty  
mediaparty.info

Gastón Serrano

**MEDIA 20 PARTY 20**  
Rebooting Journalism  
pijama conference

RED: fibercorp wifi699 2.4 Ghz  
CONTRASEÑA: 0042570491

Zoom Meeting Interface

Participants: 14

Buttons: Seguridad, Participantes, Votaciones, Chat, Compartir pantalla, Interpretación, Reacciones, Más

#MediaParty Día 2 - Producto - Selfi hub mediaparty.info

**Greg Barber**  
Host: Alejandra César

MEDIA 20 PARTY 20  
SERGIO RODRIGUEZ

Isabel Jordana (...)

Zoom Meeting Interface

Participants: 14

Buttons: Seguridad, Participantes, Votaciones, Chat, Compartir pantalla, Interpretación, Reacciones, Más









A large group of people, mostly young adults, are posing on a wide staircase in front of a blue building. Many of them have their hands raised in the air, suggesting a celebratory or enthusiastic gathering. The building behind them has several windows with metal grates. A green banner with white text and graphics is visible on the right side of the building. The text on the banner includes 'SYNAR' and 'BAR', with 'SYNAR' partially obscured by the large white text overlay. The overall scene is bright and lively.

**Thank You  
Very much!**