



MEDIA INDUSTRY COMPANIES REAP REWARDS OF NETWORKING, BUT INDIVIDUAL EXECUTIVES DON'T

Festival of Media Global study highlights how industry conducts business through networking, both online and offline

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The global media landscape is more inter-connected than ever, but how well connected are the professionals that work within it and what impact does this have on business?

Key networking habits of global media executives were illustrated in a study conducted exclusively by the Festival of Media Global, which takes place from April 6 to 8 in Rome. Over 200 global media professionals from advertisers, media owners and agencies were surveyed.

Networking pays its dividends for media companies, with the majority of respondents claiming that a significant amount of new business is achieved this way. 15% even say that around 75% of new contracts are secured as a result of networking, while 18% say it's more like 50% of deals.

Individual executives, however, are less likely to see the benefits: 46% say their company does not reward staff for bringing in business through new contacts. Of the 36% that say they are incentivised to bring in business through new contacts, 14% say it's a percentage of future contracts or sales with that contact, while 9% say it's a fixed amount for every lucrative new business contact.

Festival of Media Global chairman and editor-in-chief, Charlie Crowe, comments that more media executives should be better encouraged to broaden their business horizons through networking.

"It's not just about securing new business deals – which are of course crucial to any thriving organisation – but about making sure people are rewarded for showing initiative and being curious. The industry needs to encourage its talent to seek new ideas and inspiration through meeting new people.

"Constant learning, education and fostering of new ideas helps the sector develop sharper people which leads to greater creativity and effectiveness – and a healthier industry all round. We hope our Festival delegates will share their knowledge and networking experiences with their colleagues back in the office."

Media professionals are well connected globally, with 44% saying their contacts span over 10 countries and 36% saying they are in touch with people from 100 or more companies. 54% say they see their global contacts at industry events once or twice a year.

The personal touch is the choice for 40% who say that in person meetings such as drinks or lunch is the best way for keeping in touch with local connections. 30% prefer industry events such as conferences and seminars.

A time pressured 29% say they resort to online mechanisms to maintain local relationships, primarily on LinkedIn. 52% say they spend 75% of their networking time online and 25% face to face. They aren't always working however - 44% say they split online networking evenly between social and professional purposes.

Whether it's online or offline, networking takes up a significant amount of time: 37% say they spend 1 to 3 hours a week online networking and 25% between 3 to 5 hours. 33% say they spend between 1 and 3 hours a week networking face to face and a busy 15% spend 5 to 10 hours face to face.

Organised by C Squared, the Festival of Media Global is the media industry's only dedicated event, renowned for bringing together the most high profile figures and senior level decision makers from across the worlds of advertising, media and marketing. Global brands speaking include Lego, Coca-Cola, Pernod-Ricard, Mondelez and Phillips.

To view the Festival agenda please visit www.festivalofmedia.com/global, and follow on Twitter [@FestivalofMedia](https://twitter.com/FestivalofMedia). #FOMG14

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For press information please contact MaryLou Costa or Elena Radicati on (+44) 2072 497769 or at firstname.surname@withpr.co.uk

Check out videos of previous festivals and key presentations at www.YouTube.com/thefestivalofmedia

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Notes to the editor



About C Squared Networks Ltd

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. The company first launched *Cream* magazine in 2005 to reflect the changes taking place in global media. Cream has now become the world's largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. C Squared launched the Festival of Media in Venice in 2007 and the brand now has 3 major Events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global; plus the M&M Global Awards and the popular media training course, IMM. In 2011 C Squared created its "Original Events"

unit, which has since created leading events for clients including Wired Magazine, Unilever and BeViacom.

www.csquared.cc

Contacts

For information on the awards:

email Silvia Palacios silvia.palacios@csquared.cc or call +44 (0) 207 367 6989

For information on delegate booking rates:

email Soraya Zarain Alonso soraya.zarain@csquared.cc or call +44 (0) 207 367 6994

For information on sponsorship and exhibition opportunities:

email James [Fleetham james.fleetham@csquared.cc](mailto:james.fleetham@csquared.cc) or call +44 (0) 207 367 6977

For information on the agenda:

email Sandra Keenan sandra.keenan@csquared.cc or call +44 (0) 207 367 6988



ELENA RADICATI

Account Executive

t +44 (0) 20 7249 7769

m +44 (0) 7583 273 192

With Public Relations Ltd.

18-22 Ashwin Street

(Fitzroy House)

London, E8 3DL

www.withpr.co.uk

