

## Eurobest announces more speakers

LISBON, PORTUGAL: The European Festival of Creativity, Eurobest, has announced further speakers. The line-up is claimed to be selected to push the boundaries of creativity by showcasing instances of bravery.



(Image: Wikimedia Commons)

"This year's content programme, which is themed around creative bravery, will serve to better delegates' ability to take risks" says Philip Thomas, CEO of Lions Festivals, "They will return to their roles with renewed energy and skills along with the aptitude to raise the bar on their creative projects."

Welcoming internationally renowned footballer Luís Figo to the stage, 180 Amsterdam's President & CCO, Al Moseley, will explore how creative bravery flourishes through displacement and migration. During an onstage interview, Figo will discuss his experience as a migrant and the instances of creative bravery demanded and created by his career. A series of interviews, exclusive to Eurobest, will be screened alongside this, offering insights from celebrities as well as talents from the world of business, music, sport, design, advertising and film making, about how being a migrant has made them braver and delivered greater creative results.

Speaking about the session, Al Moseley says, "We are delighted that international football legend Luís Figo is going to be returning to his home country of Portugal and taking the stage with me at Eurobest 2013, this December. During the session, I will be casting an eye on the power of displacement and the way in which bringing together seemingly disparate people in a foreign environment can result in such world-leading creative and innovative results. FC Barcelona and Real Madrid legend Luís Figo really has consistently demonstrated this 180 Thinking principle in action, throughout his impressive career."

Mark Chalmers, Founder, Creative Social and Curator of [thegarageamsterdam.com](http://thegarageamsterdam.com) will bring guest graffiti and street artist Pure Evil to the stage. Famed for his painting of bunnies, Pure Evil began his career in California before returning to London and opening the Pure Evil Gallery. He has exhibited across the world including in China, Russia, Mongolia, Brazil,

USA and widely in Europe. During the seminar, Urban Artists: The Original Brave, Mark will look at the concept that there are no brands or budgets, just ideals and ambition, showing that in the world of the artist, creative bravery comes as standard.

Commenting on Pure Evil's appearance at the Festival, Mark Chalmers says, "Pure Evil's opinion on the world is so good people buy it and hang it on their wall. Creativity is there to knock sense into our world. Pure Evil is a natural born image maker. It takes a special person to soak up culture and flip it back out better."

Canadian comedian, writer and actress, Katherine Ryan, will join Chris Clarke, CCO of DigitasLBi, to share their experiences of using talent to attract and cultivate audiences. Focusing on the Top 100 subscribed-to YouTube channels, they will question why only one consumer brand ranks in it and how the other 99 non-consumer brands have succeeded in building loyal audiences of millions with timely, inexpensive content. Katherine and Chris will use the success of their weekly show, The Take Out, created for Sony Mobile to demonstrate how to give a brand a credible voice in entertainment. Katherine is a regular on British panel shows, has won the Nivea Funny Women Award and as an actress has appeared in several sitcoms.

Details of the Eurobest content programme can be found at [www.eurobest.com](http://www.eurobest.com), along with information on how to be at the Festival and hear the content first-hand. Eurobest takes place in Lisbon, Portugal from 4-6 December 2013.

## **Key dates:**

Delegate registration: Open

Entries deadline: 11 October 2013

Festival dates: 4-6 December 2013, São Jorge Cinema

Eurobest Awards and After Party: 6 December 2013

For more, visit: <https://www.bizcommunity.com>