

Media release 5 April 2018

More than 700 influencer marketing professionals under one roof in May

## **Creativity meets marketing in the program of PING Festival – Creative Director of Oatly John Schoolcraft joins line-up of top speakers**

**More than 700 influencer marketing professionals and decision-makers will come together in Helsinki in May at the largest influencer marketing event in Europe, PING Festival. Confirmed additions to the event's line-up of top international speakers include Creative Director of Oatly John Schoolcraft and Swedish blogger Ebba von Sydow.**

The American John Schoolcraft was hired by Oatly as a change maker and visionary. He began to position Oatly as a lifestyle brand, starting the transformation from the product's packaging, which began to serve as an ad. Schoolcraft has played a key role in building Oatly's success story, and will speak at PING Festival about changing the world and contributing to a better society instead of just selling products.

Ebba von Sydow from Sweden has become a household name. She is a journalist and blogger, TV host and author – and one of Sweden's best-known social media influencers. She has 100 000 followers on Instagram. At PING Festival, von Sydow will speak about building a personal digital brand.

“We are extremely pleased to be able to bring in trending speakers and brands that have something to give to all of our participants. The standard of the English keynote program is extremely high throughout the event, including five top speakers this year. Their topics focus on things that marketing decision-makers today should pay attention to – and, on the other hand, these well-known, widely-followed personalities provide professional inspiration to influencer colleagues,” says Head of PING Festival **Inna-Pirjetta Lahti**.

Other international keynote speakers at PING Festival include one of the world's leading Futurists *Anne Lise Kjaer*, Brand Strategist [Nick Westergaard](#) and *Emilie Tabor*, Founder of Influencer Marketing Agency IMA from the Netherlands.

### **More than 200 top influencers from Finland and around the world under one roof**

PING Festival brings almost 300 social media influencers under the same roof: YouTubers, bloggers, Instagrammers, athletes, artists and B2B influencers from all sectors. They have a combined reach of more than 10 million.

PING Festival provides content and digital marketing professionals a chance to meet with leading influencers from Finland and around the world. Finnish participants include *Roni Bäck*, *Tuija Pehkonen*, *Mmiisas*, *Ronja Salmi*, *Satu Rämö*, *Jenni Häyrinen* and *Hanna Gullichsen*. No less than 50 international influencers will attend the event, including e.g. the already mentioned Ebba von Sydow, Founder of Influencers of Sweden *Linda Hörnfeldt*, *Veruska* from LCS Kitchen and *Scott Herder* from Bobo & Chichi.

*PING Festival on 8 May 2018 at the Clarion Hotel Helsinki. Program, more information and tickets: <https://pingfestival.fi>*

## Media accreditation for PING Festival

You may now apply for media credentials for the festival at [pingfestival.fi](http://pingfestival.fi). On Monday, 7 May, a press event for PING Festival will be held at the Clarion Hotel Helsinki. A more detailed program and an invitation to this event will be sent later. Registrations for the press event are already open: [media@ping.fi](mailto:media@ping.fi).

### More information for the media:

PING Helsinki, Founder & CEO Inna-Pirjetta Lahti, tel. +358 50 376 0824, [inna@pinghelsinki.fi](mailto:inna@pinghelsinki.fi)  
Communications and PR, Katja Viitalähde-Annala, tel. +358 50 395 6084, [media@pinghelsinki.fi](mailto:media@pinghelsinki.fi)

PING Festival is made possible by sponsors, including A-lehdet, Adprofit, AlmaTalent, Avaus Marketing Innovations, Bonfire Agency, Business Finland, Drum, Finnkino, HAI, Medita Communication, momondo, Monochrome, Mynewsdesk, Spacenation, TallinkSilja, Vapa, Videolle and ZOAN.

*The largest expert event of influencer marketing in Europe, **PING Festival**, will be organized in Helsinki on 8 May 2018. The event will bring more than 700 influencer and content marketing professionals and marketing decision-makers from Finland and around the world to Helsinki. For the first time, the event will also include the Influencer's Bonfire for international influencers, organized in cooperation with Business Finland.*