

Press release 25.4.2018

Hundreds of social media influencers and marketing executives come together on Tuesday 8 May at the PING Festival 2018 in Helsinki, Finland

PING Festival, the biggest influencer marketing event in Northern Finland, will gather over 700 industry professionals and experts under the same roof in Helsinki 8 May 2018. Over 200 (one fourth coming from abroad) social media influencers representing all different channels and fields will also take part in the event.

In May we are expecting over 700 influencer marketing experts and professionals to take part in PING Festival. The business executives will join the event to hear about the hottest trends and to network with influencers. Among the Finnish influencers are *Roni Bäck*, *Tuija Pehkonen*, *Mmiisas*, *Ronja Salmi*, *Satu Rämö*, *Jenni Häyrinen* and *Hanna Gullichsen*. There are also 50 international influencers coming to the event, pioneering blogger *Ebba Kleberg von Sydow*, the founder of Influencers of Swedenin *Linda Hörnfeldt*, *Veruska* from LCsKitchen and *Scott Herder* from Bobo & Chich among them.

The fourth edition of PING Festival has expanded at the same pace as the significance of human to human marketing. The story of the event organised by the entrepreneur **Inna-Pirjetta Lahti** started in 2014, when four friends wanted to created a meeting spot for all the independent makers of influencer marketing.

- We wanted to bring together people who are interested in the possibilities of marketing utilizing stories, people and genuine audiences. PING Festival offers a brand new possibility to build up networks and business opportunities in an inspiring environment. From the very beginning we had the goal to build up an international business event bringing together influencers and companies they collaborate with, Lahti says.

Themes: Transformation, trust, emotions, content and quality

PING Festival themes this year are Transformation, Trust, Emotions, Content and Quality. The programme built under the themes is divided in inspiring Keynote and Master Class presentations, concrete Case examples and current Q&A discussions.

Keynote speeches will offer insight from international experts: Creative Director from Oatly, **John Schoolcraft**, brand strategist **Nick Westergaard**, futurist **Anne Lise Kjaer**, Founder of the influencer marketing agency IMA **Emilie Tabor** and **Ebba Kleberg von Sydow**.

PING Festival will also award the most influential people, campaigns and phenomena in the field of influencer marketing with the PING Helsinki Best of the Year 2018 awards. Adprofit

competition awarding productive marketing organised by Mainostajien liitto is also awarded at the event. PING Festival will be hosted by Social Media Influencer and Creative Content Creator **AlexAlex** and Futurist and Composer **Perttu Pölönen**.

PING FESTIVAL 2018 IN NUMBERS

- 8.5.2018 Hotel Clarion Helsinki
- 700+ influencer marketing professionals and experts
- 200+ social media influencers
- 60+ expert speakers
- 5 international keynote speakers

FOR MEDIA: AN INVITATION TO PING FESTIVAL AND A PRESS CONFERENCE 7.5

Media accreditation has been opened - please sign up here:

www.pingfestival.fi/attend-as/press.

PING Festival press conference will be organised on Monday 7.5 from 2 to half past 3 pm at Clarion Helsinki. During the conference PING Metrics study about the consumers' attitude towards influencer marketing will be released. We will also hear about the changing media and human to human marketing from the founder of the dutch Influencer Marketing Agency IMA Emilie Tabor. Keynote speakers John Schoolcraft, Nick Westergaard and Anne Lise Kjaer will also be present at the conference. Welcome! Sign up latest 4.5:
media@ping.fi

Additional info and interviews: communicator Katja Viitalähde-Annala, 050 395 6084,
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PING Festival is made possible by our partners uncluding A-lehdet, Adprofit, AlmaTalent, Avaus Marketing Innovations, Bonfire Agency, Business Finland, Canon, Dingle, Drum, Finnkino, HAI, Medita Communication, Meltwater, momondo, Monochrome, Mynewsdesk, Space Nation, Tallink Silja, Vapa, Videolle and ZOAN, to name a few.