

## MEDIA ADVISORY

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## MEDIA PREDICTS: 2012

### *Making the List: What's Hot & What's Not in Technology*

EVENT: **MEDIA PREDICTS: 2012** • Mountain View, CA • Wednesday, November 30, 2011

**WHAT: MEDIA PREDICTS: 2012 — *Making the List: What's Hot & What's Not in Technology***

This annual sellout gala event features a peek inside the minds of top business and technology journalists and bloggers as they predict what technologies, companies, issues and trends will be biggest in the year ahead.

Speakers include: **New York Times' Nick Bilton; AllThingsD's John Paczkowski; IDG's John Gallant; San Francisco Chronicle's James Temple; Technologist, CNET and TIME.com's Harry McCracken; TechCrunch & CrunchGear's Greg Kumparak; ReadWriteWeb, O'Reilly Radar and KQED Mindshift's Audrey Watters; Bloomberg TV & Bloomberg West's Emily Chang (*Master of Ceremonies*); CNBC's Jon Fortt (*Moderator*).**

These journalists, luminaries and chroniclers are also being recognized for their significant contributions to journalism and recent works.

Entertainment at **MEDIA PREDICTS: 2012** includes a mesmerizing contemporary jazz trio— Kristen Strom on saxophone and flute, Scott Sorkin on guitar, and John Shifflett on bass.

**WHEN: Wednesday, November 30, 2011, 5-9 PM**

- ❖ Cocktails & Entertainment 5-6pm
- ❖ Dinner & Recognition Program 6-7pm
- ❖ Featured Event & Panel Discussion 7-8:30pm
- ❖ Networking 8:30-9pm

*Dress is Black-tie optional.*

**WHERE: The Computer History Museum** - 1401 N Shoreline Blvd., Mountain View, CA 94043 [\[MAP\]](#)

**WHO:** Produced by PRSA Silicon Valley, attendees are- Silicon Valley business leaders, technology professionals, venture capitalists, authors, analysts, journalists, bloggers, and marketing & PR professionals who want to know.

**HOW:** Members of the press, please contact the [event chair](#).

**SPONSORS:**

- ❖ **PLATINUM:** Microsoft, Yahoo!
- ❖ **GOLD:** AxiCom, Blanc & Otus, Burson-Marsteller, Cisco, Fleishman-Hillard, Marketwire, PR Newswire, Weber Shandwick
- ❖ **SILVER:** Access Communications, Airfoil Public Relations, Bite Communications, Brunswick Group, Cohn & Wolfe, Eastwick, Edelman, The Hoffman Agency, The Meltwater Group, NVIDIA, SanDisk, Text 100, Trainer Communications, VOCE Communications/Porter Novelli
- ❖ **IN KIND:** Catered Too, J.Lohr Vineyards, Miner Productions, Zat Photo

For up-to-date details about **MEDIA PREDICTS**, please visit the [website](#). Photos and video will also be posted immediately following the event.

**About PRSA Silicon Valley**

For more than thirty years, the not-for-profit Public Relations Society of America (PRSA) Silicon Valley has been the leading voice in technology PR and Marketing. The organization provides blockbuster events, networking events, and numerous educational professional development workshops that are optimal for career advancement. Business communicators at every level are invited to become members. PRSA Silicon Valley provides valuable opportunities to stay informed about industry developments and trends, and interact with corporate and agency PR and Marketing professionals, business executives, consultants, partners (The Churchill Club, The Commonwealth Club, SV-IABC, SVAMA, NorCalBMA, WIC, WOMMA, PRSA-SF, and more) members of the media and industry analysts. [Contact](#) PRSA Silicon Valley for more information.

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**CONTACTS:**

MEDIA PREDICTS - Event Chair: [Paula Dunne](#)

WEBSITE: <http://www.prsasiliconvalley.com/MEDIA-PREDICTS>

REGISTRATION: <http://www.acteva.com/booking.cfm?bevaid=220896>